

Tab 3



US006917972B1

(12) **United States Patent**
Basko et al.

(10) **Patent No.:** US 6,917,972 B1
(45) **Date of Patent:** Jul. 12, 2005

(54) **PARSING NAVIGATION INFORMATION TO IDENTIFY OCCURRENCES CORRESPONDING TO DEFINED CATEGORIES**

(75) **Inventors:** Roman Basko, Newcastle, WA (US); Jay Sauls, Woodinville, WA (US); Radha Krishna Uppala, Redmond, WA (US)

(73) **Assignee:** Revenue Science, Inc., Bellevue, WA (US)

(*) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 701 days.

(21) **Appl. No.:** 10/007,646

(22) **Filed:** Dec. 5, 2001

Related U.S. Application Data

(63) Continuation-in-part of application No. 09/613,847, filed on Jul. 11, 2000, now Pat. No. 6,785,666.

(51) **Int. Cl.⁷** G06F 15/173

(52) **U.S. Cl.** 709/224; 709/223

(58) **Field of Search** 709/224, 223

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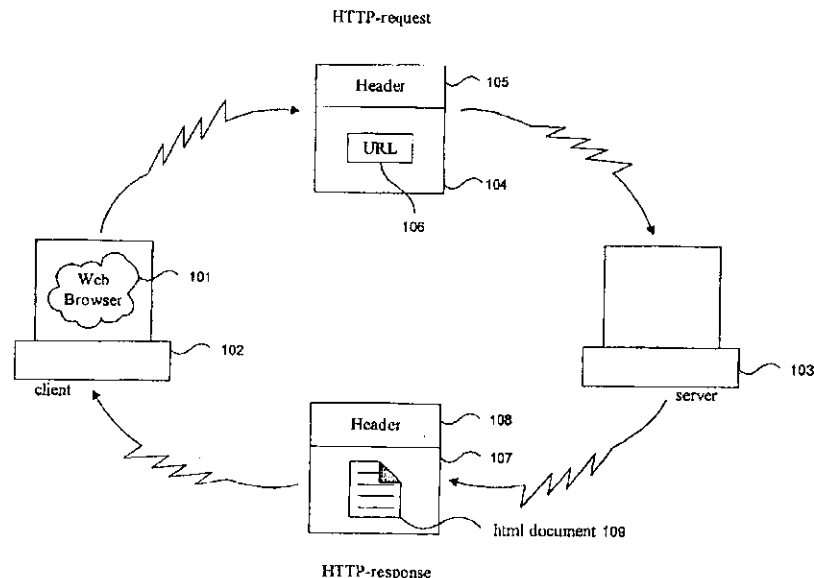
Primary Examiner—Krisna Lim

(74) *Attorney, Agent, or Firm—Perkins Coie LLP*

(57) **ABSTRACT**

A method, system and computer-readable medium for analyzing interaction or usage data, such as for customers, is described. The interaction or usage data may be stored in log files and supplemented with data from other sources. Various data parsing information may be defined and used as part of the analysis, such as by using customer-specific information to identify various occurrences of interest. For example, when analyzing a customer's web site interaction data, the parser component can use data defining customer-specific categories of web pages. Such high-level types of occurrences can be specified in a variety of ways, such as by using a combination of a logical web site, one or more URIs corresponding to web pages, and/or one or more query strings. The data parsing information may also specify a mapping of actual web sites to one or more logical sites.

111 Claims, 60 Drawing Sheets



US 6,917,972 B1

Page 2

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U.S. Patent

Jul. 12, 2005

Sheet 1 of 60

US 6,917,972 B1

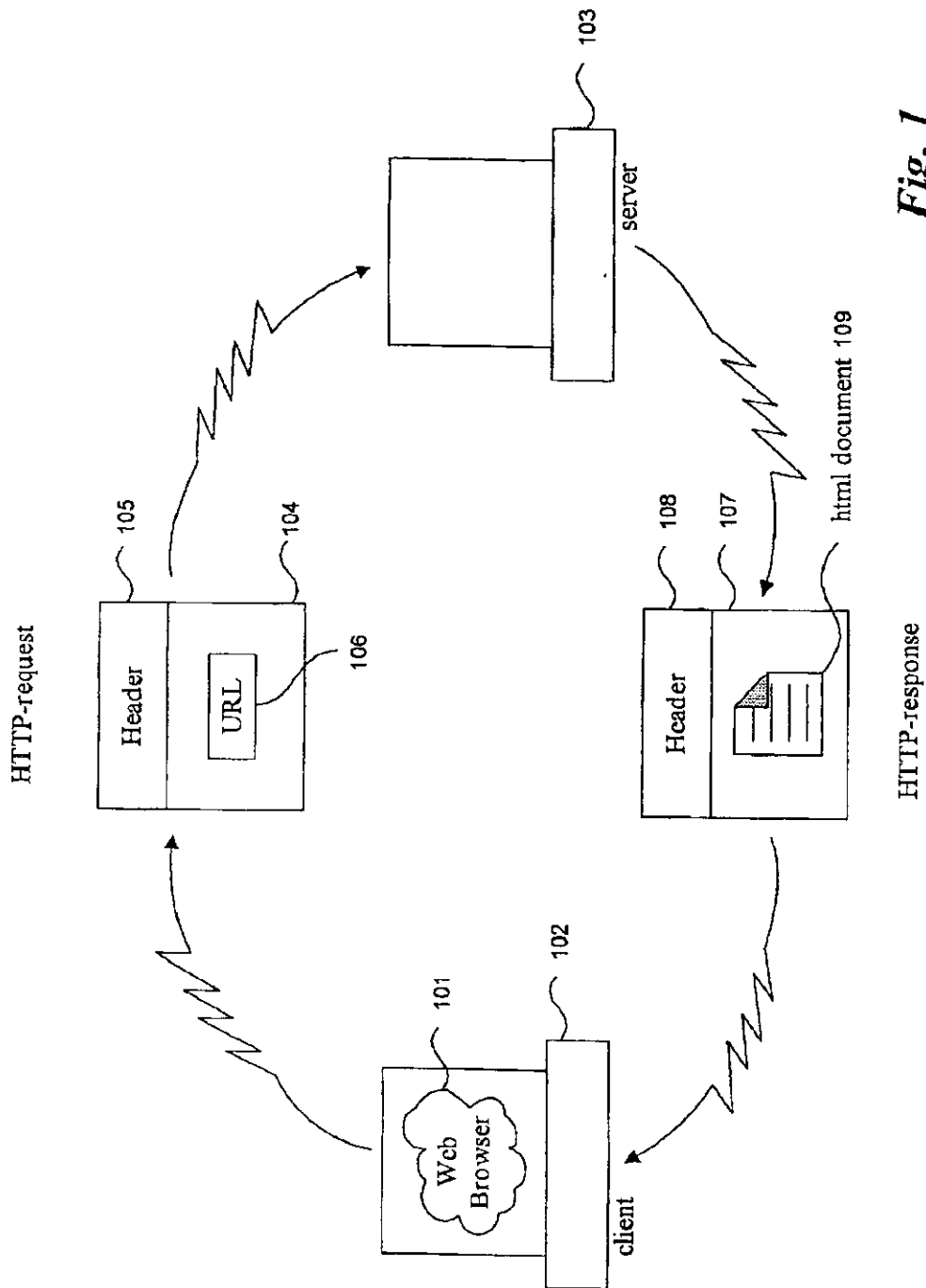


Fig. 1

U.S. Patent

Jul. 12, 2005

Sheet 2 of 60

US 6,917,972 B1

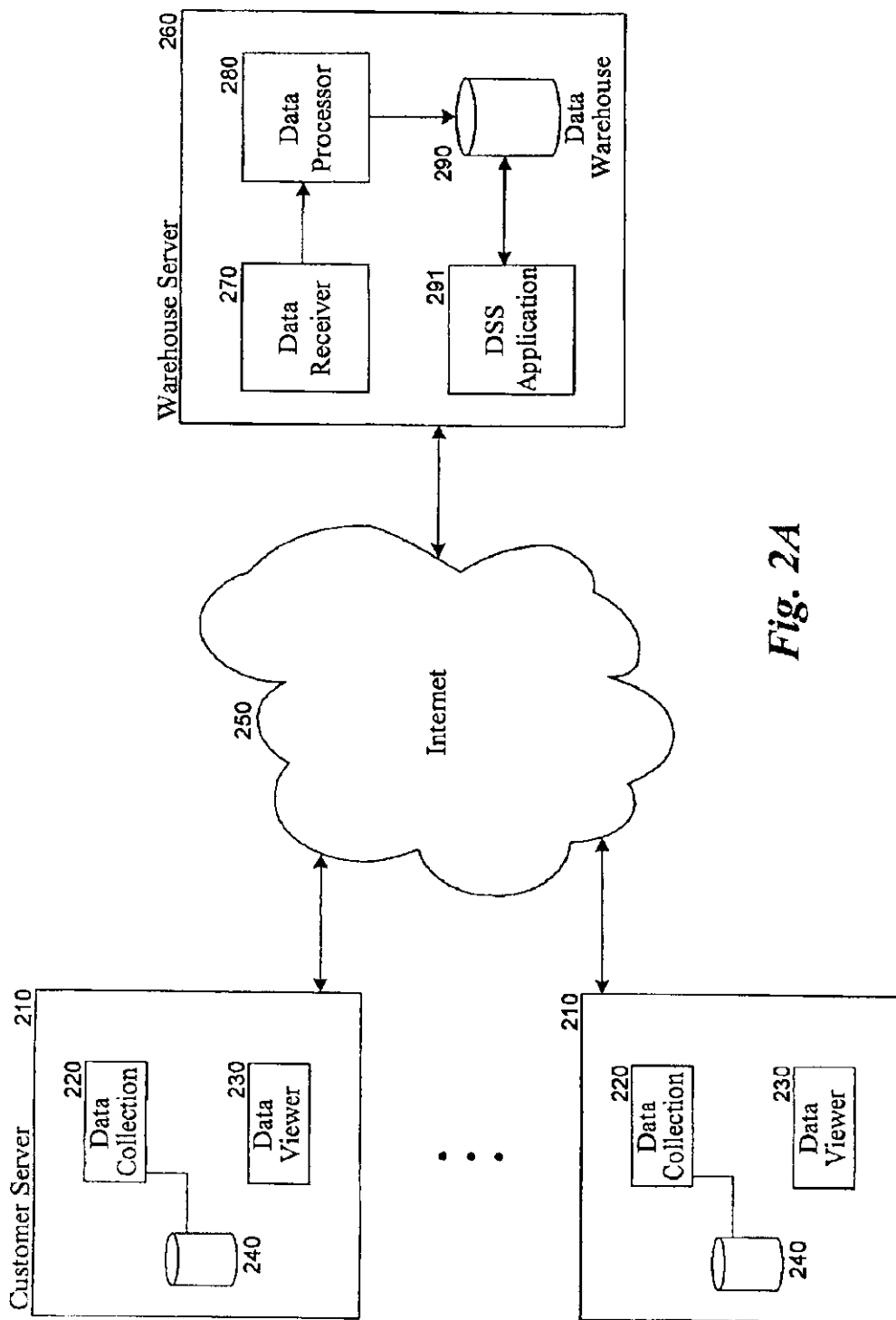


Fig. 2A

U.S. Patent

Jul. 12, 2005

Sheet 3 of 60

US 6,917,972 B1

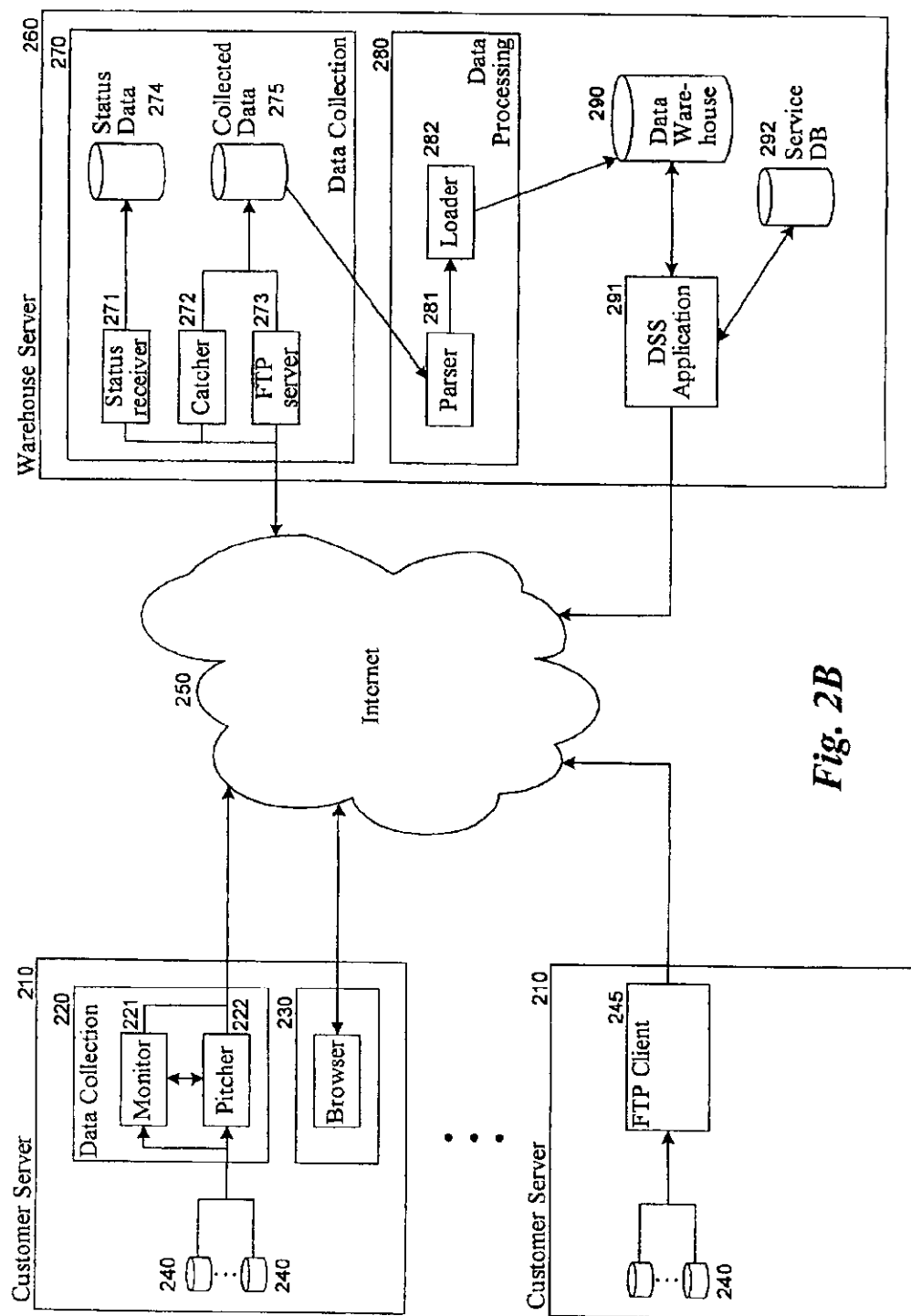


Fig. 2B

U.S. Patent

Jul. 12, 2005

Sheet 4 of 60

US 6,917,972 B1

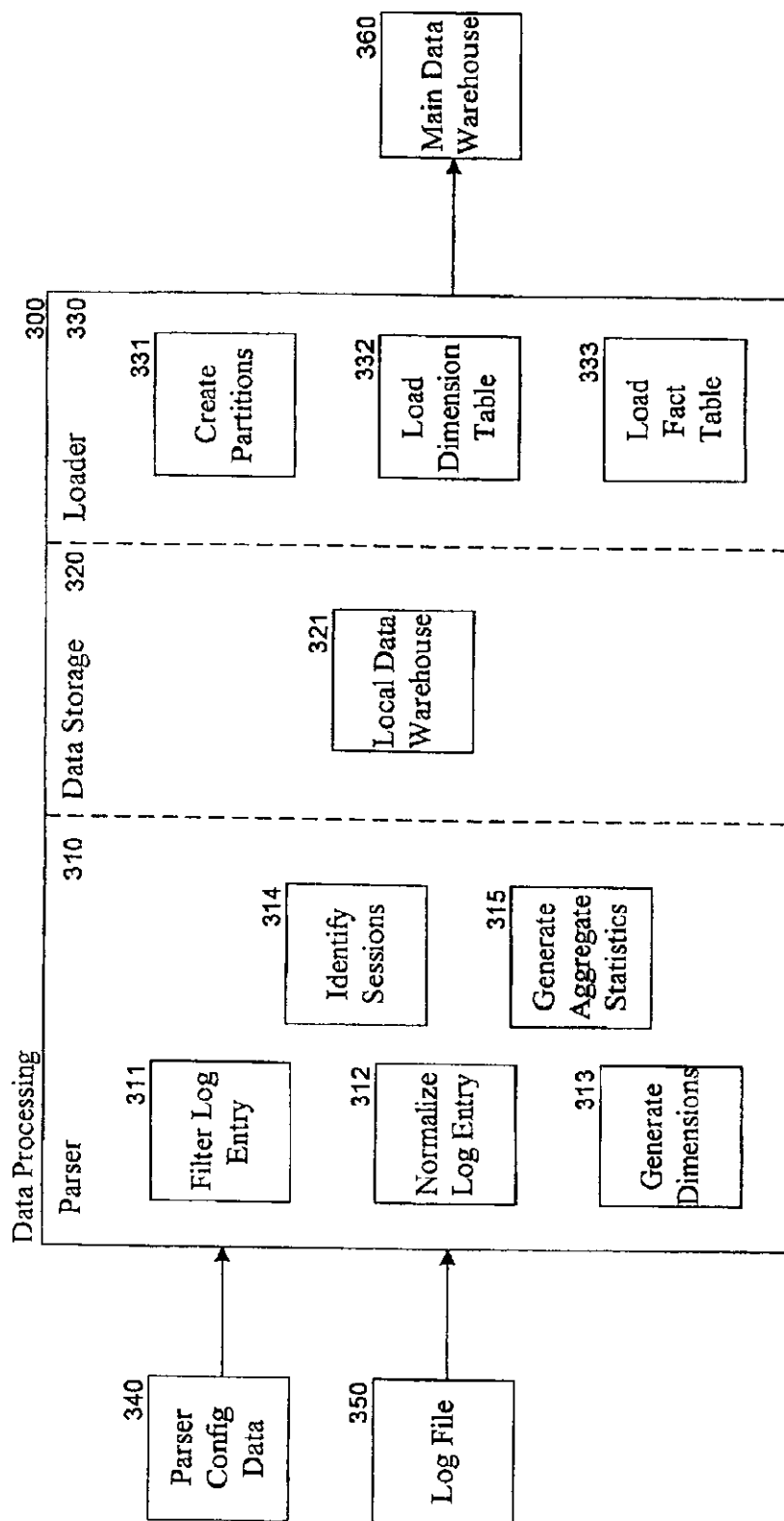


Fig. 3

U.S. Patent

Jul. 12, 2005

Sheet 5 of 60

US 6,917,972 B1

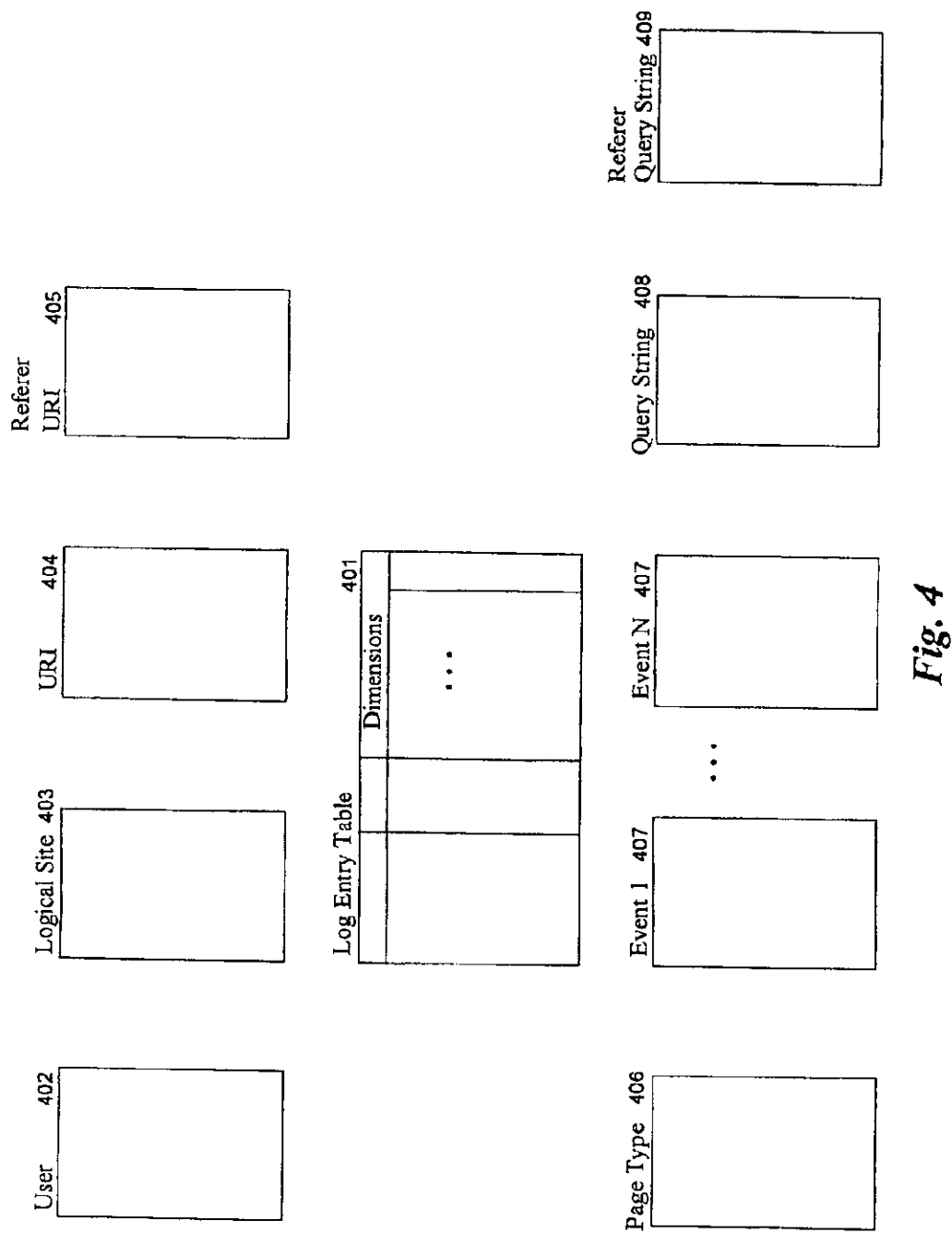


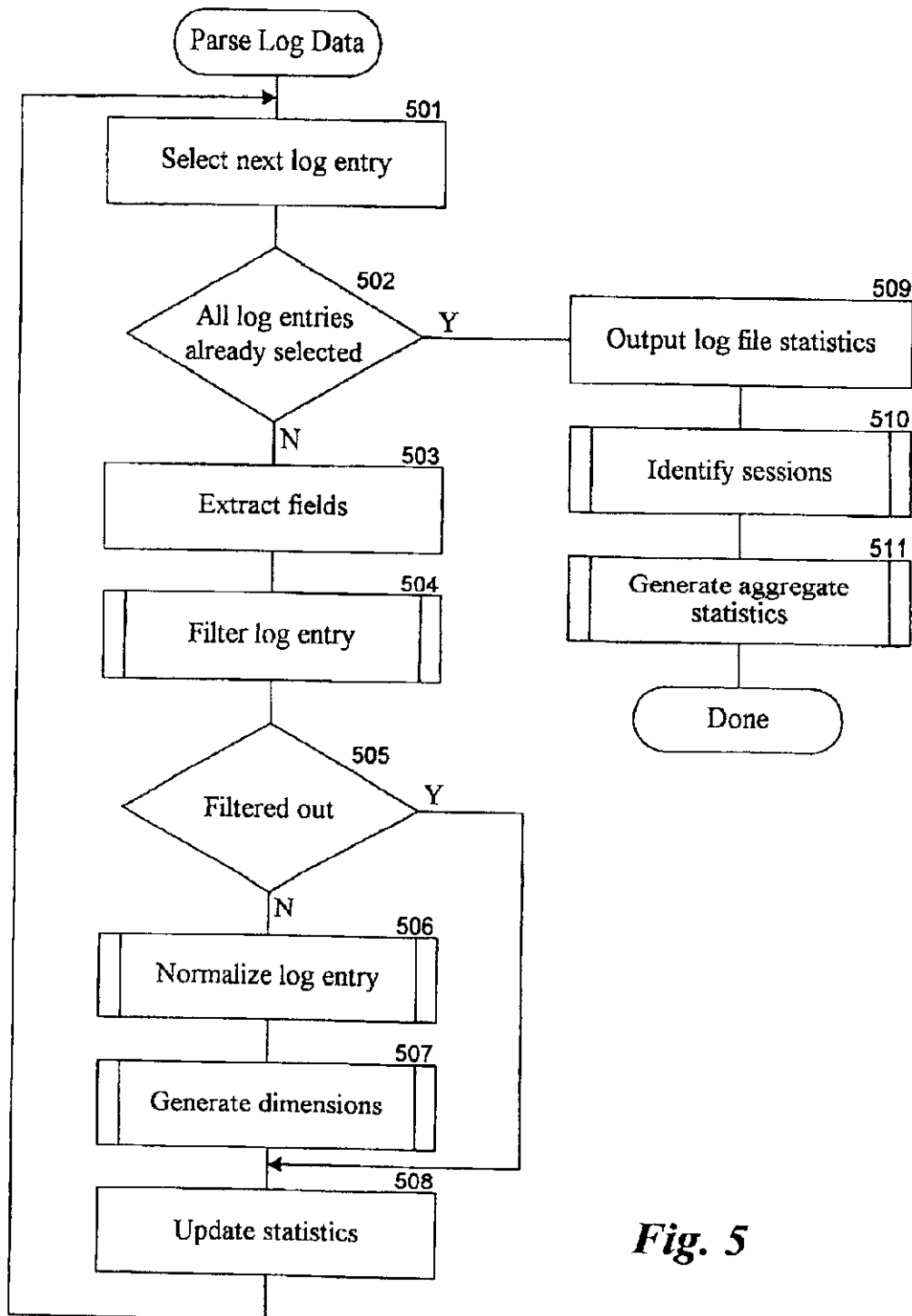
Fig. 4

U.S. Patent

Jul. 12, 2005

Sheet 6 of 60

US 6,917,972 B1

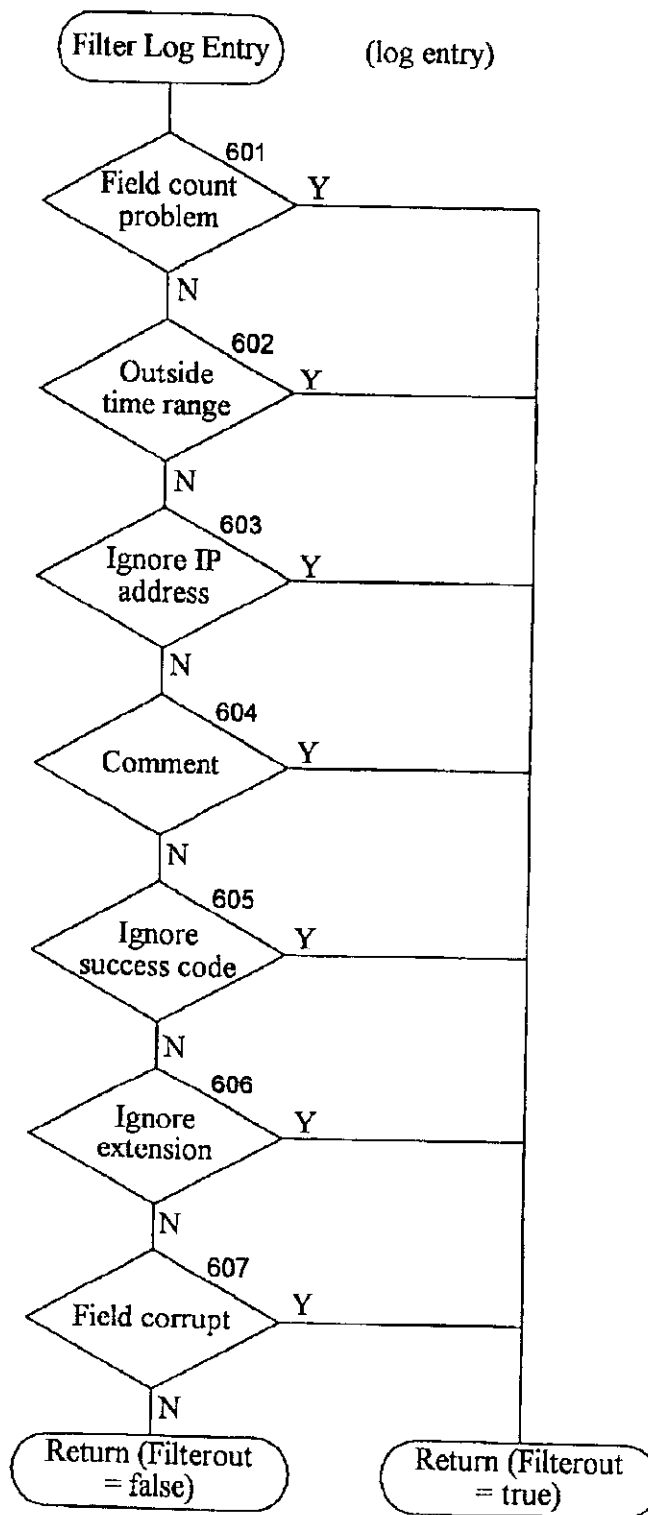
**Fig. 5**

U.S. Patent

Jul. 12, 2005

Sheet 7 of 60

US 6,917,972 B1

**Fig. 6**

U.S. Patent

Jul. 12, 2005

Sheet 8 of 60

US 6,917,972 B1

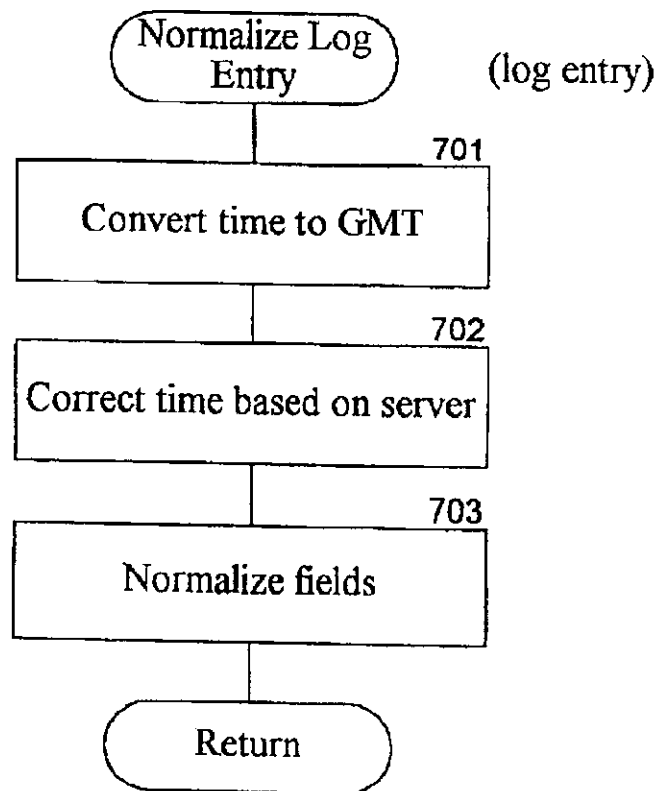


Fig. 7

U.S. Patent

Jul. 12, 2005

Sheet 9 of 60

US 6,917,972 B1

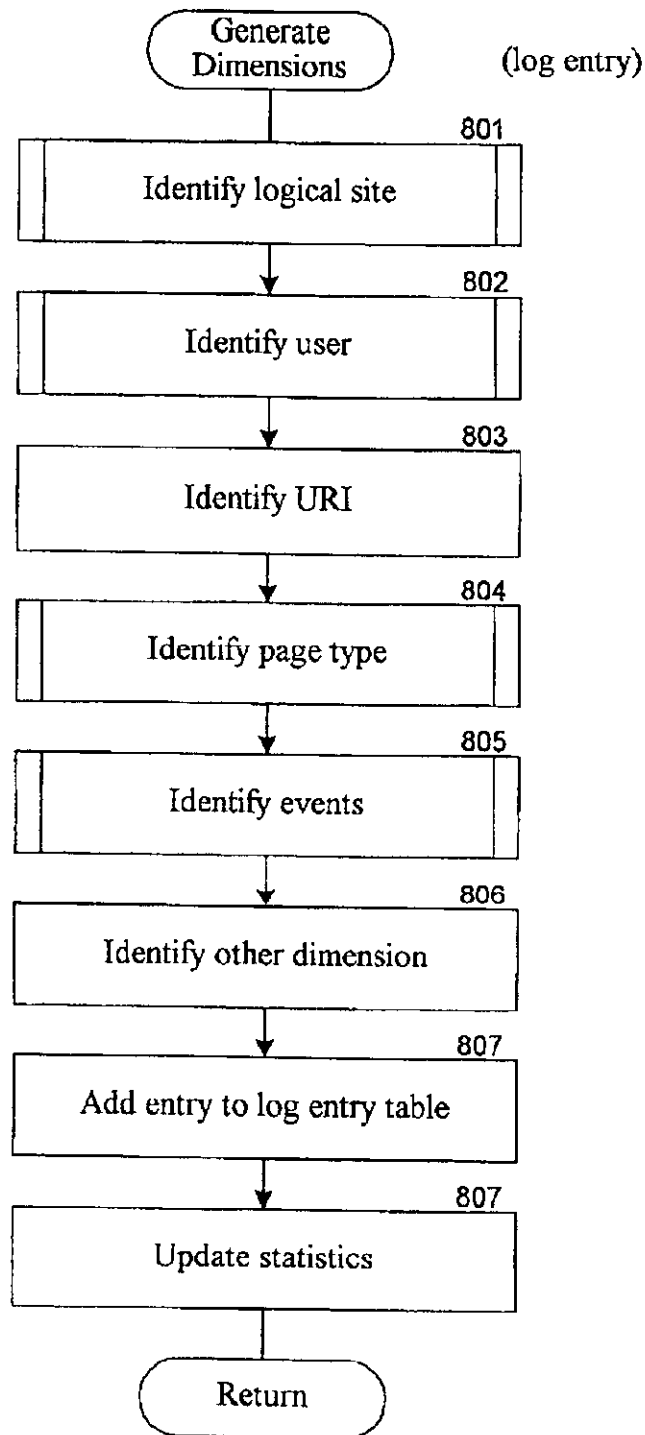


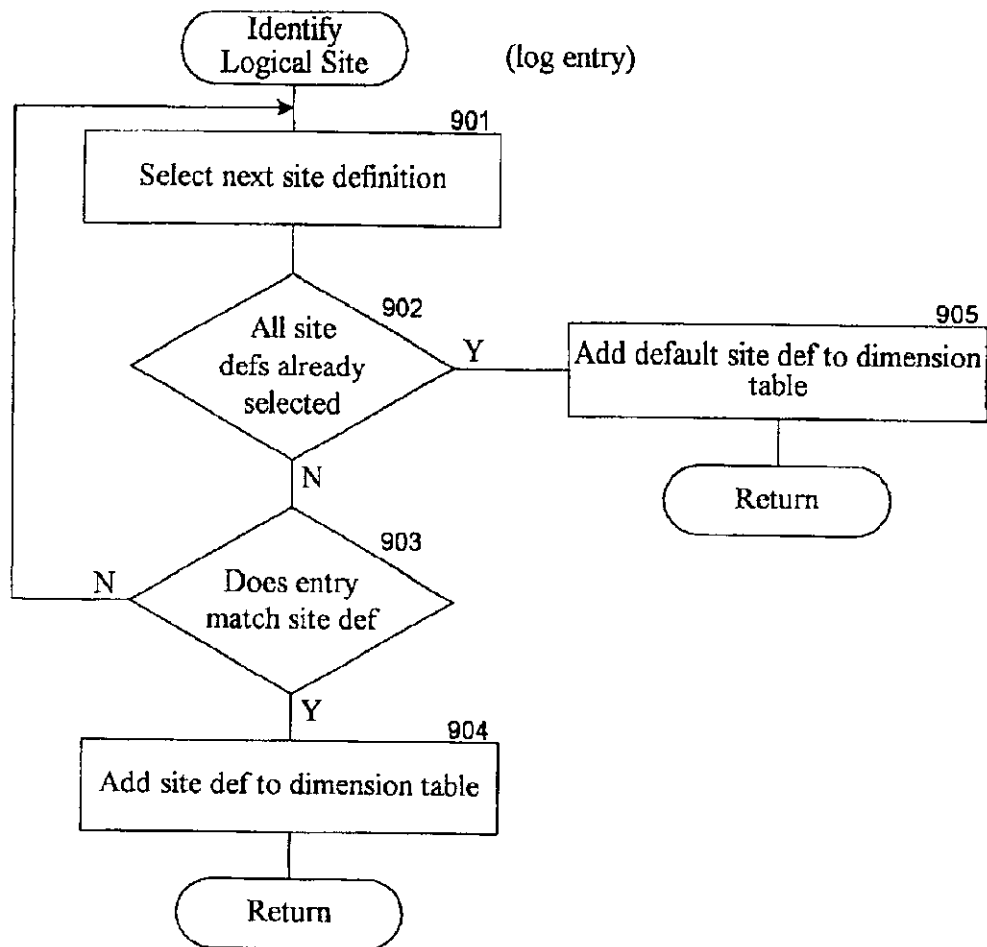
Fig. 8

U.S. Patent

Jul. 12, 2005

Sheet 10 of 60

US 6,917,972 B1

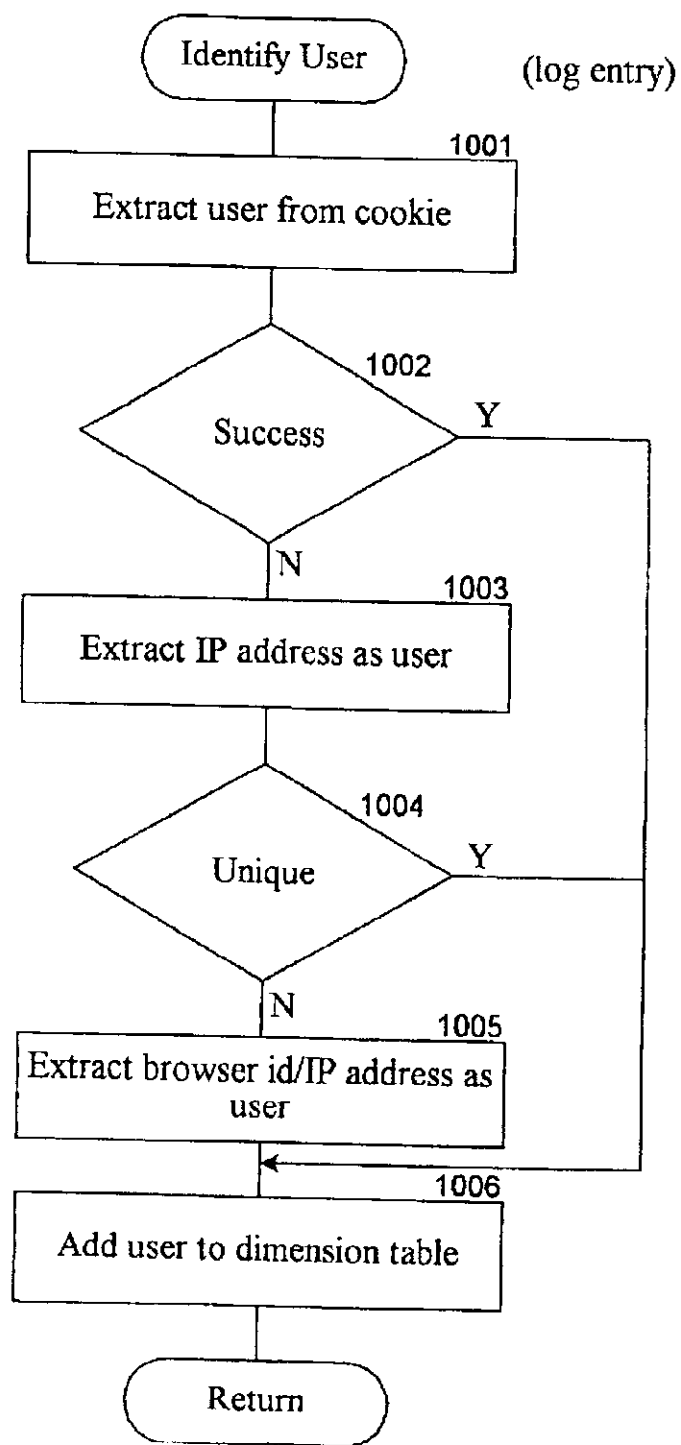
**Fig. 9**

U.S. Patent

Jul. 12, 2005

Sheet 11 of 60

US 6,917,972 B1

*Fig. 10*

U.S. Patent

Jul. 12, 2005

Sheet 12 of 60

US 6,917,972 B1

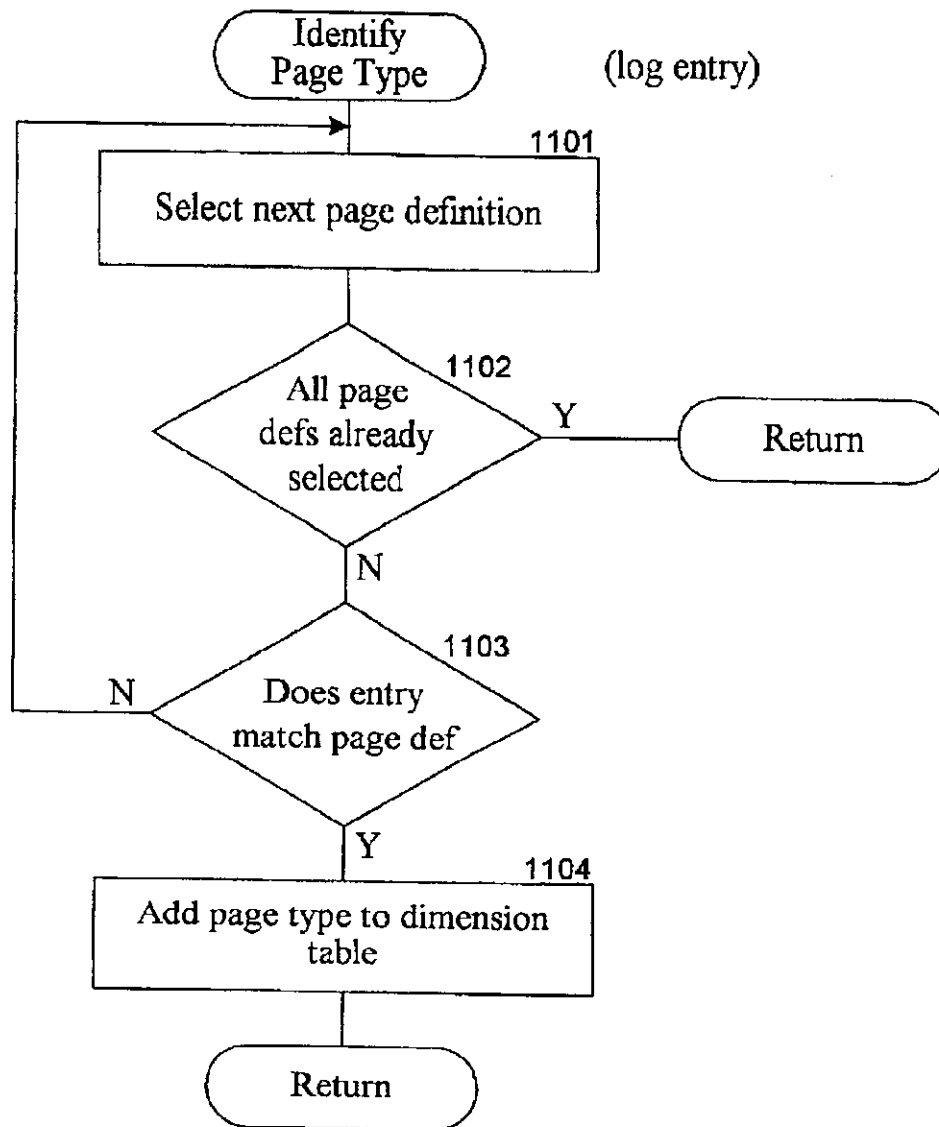


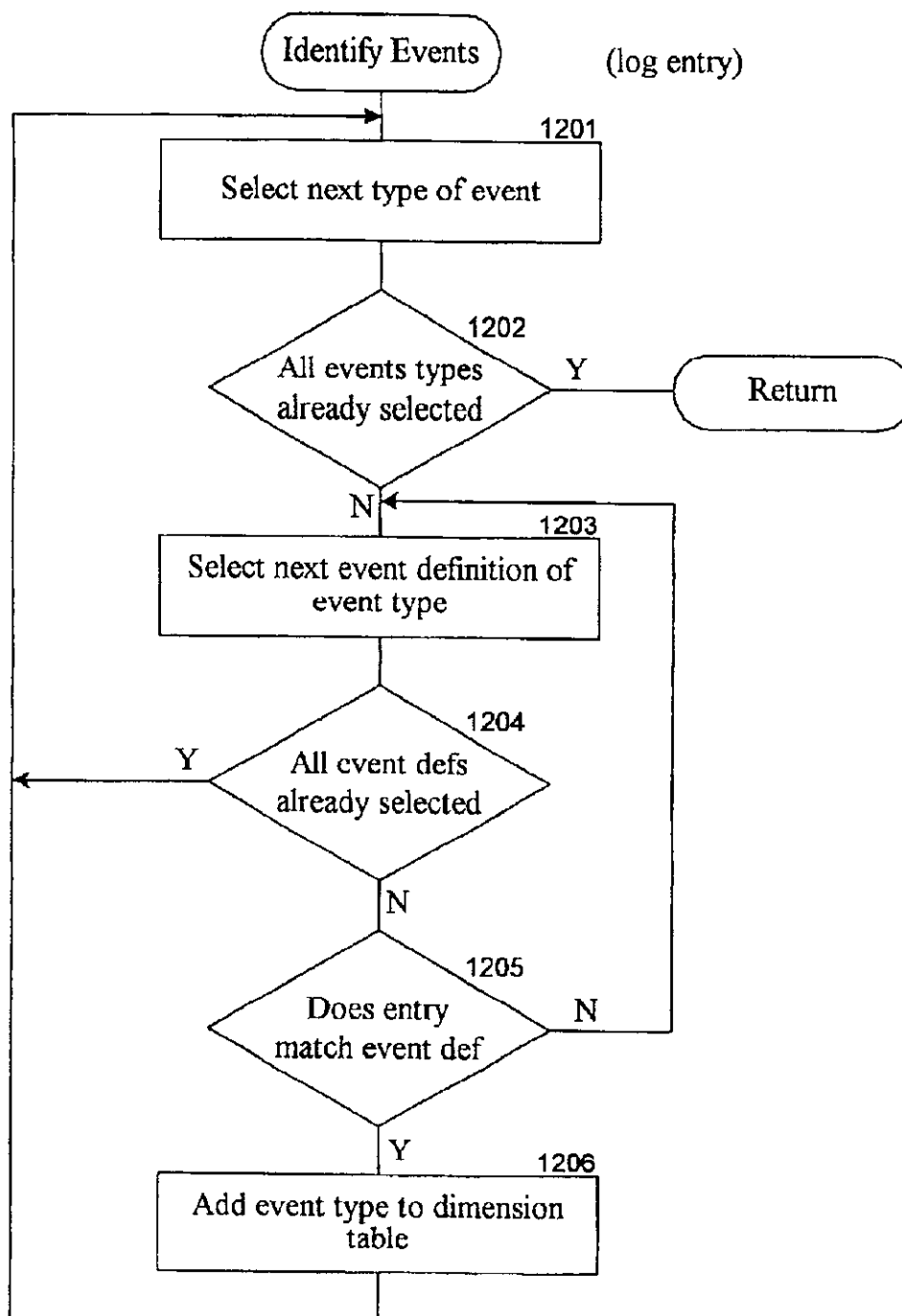
Fig. 11

U.S. Patent

Jul. 12, 2005

Sheet 13 of 60

US 6,917,972 B1

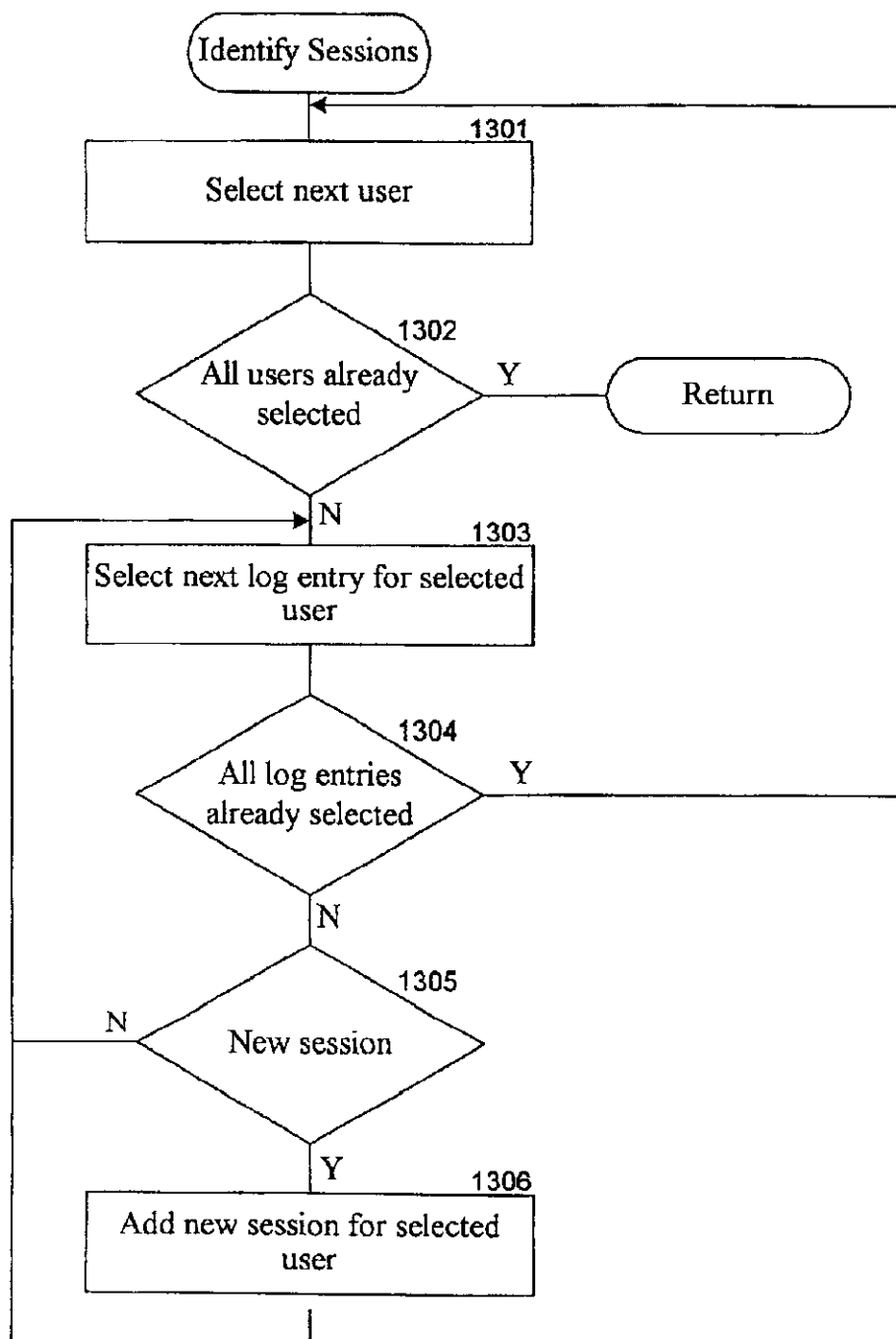
*Fig. 12*

U.S. Patent

Jul. 12, 2005

Sheet 14 of 60

US 6,917,972 B1

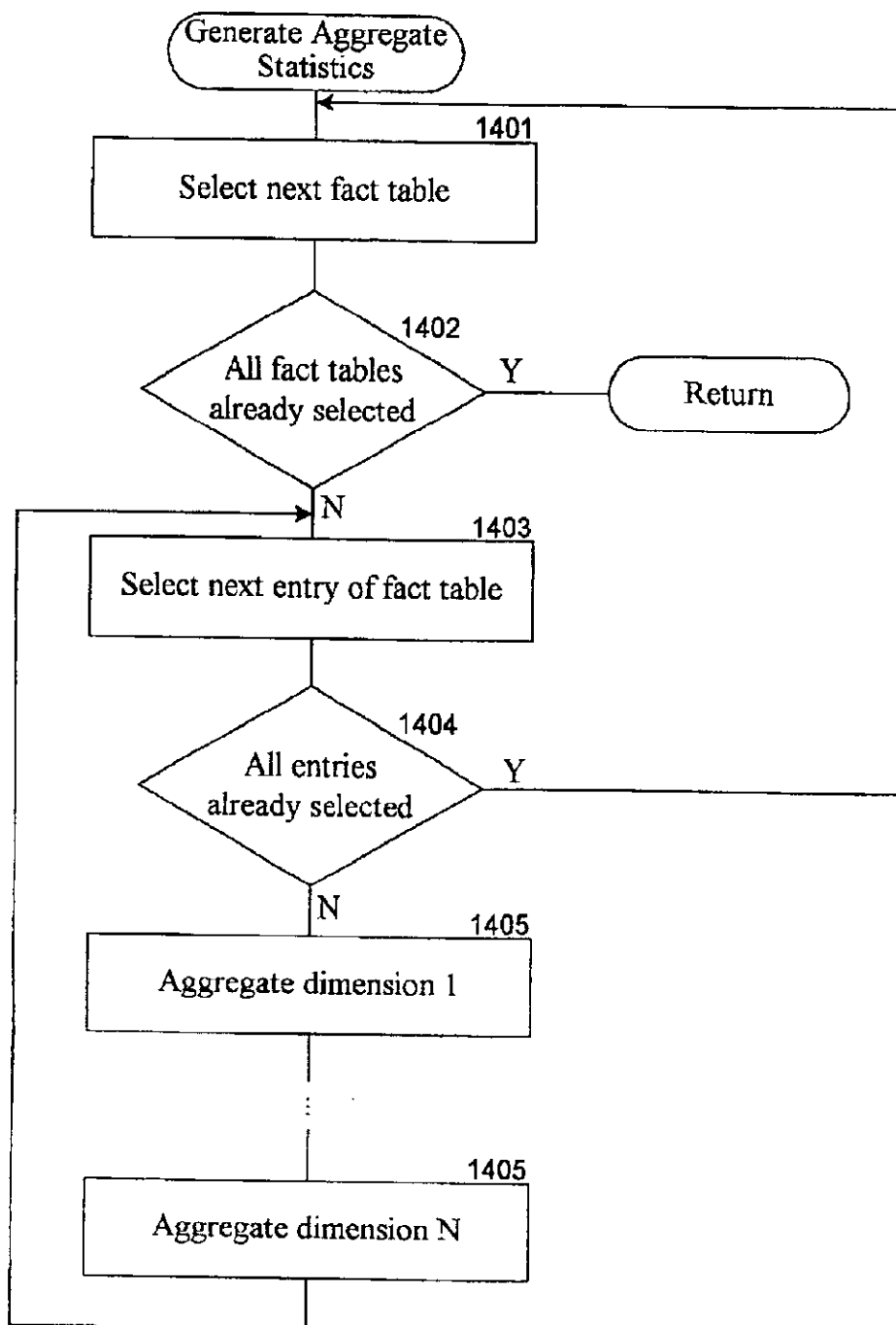
**Fig. 13**

U.S. Patent

Jul. 12, 2005

Sheet 15 of 60

US 6,917,972 B1

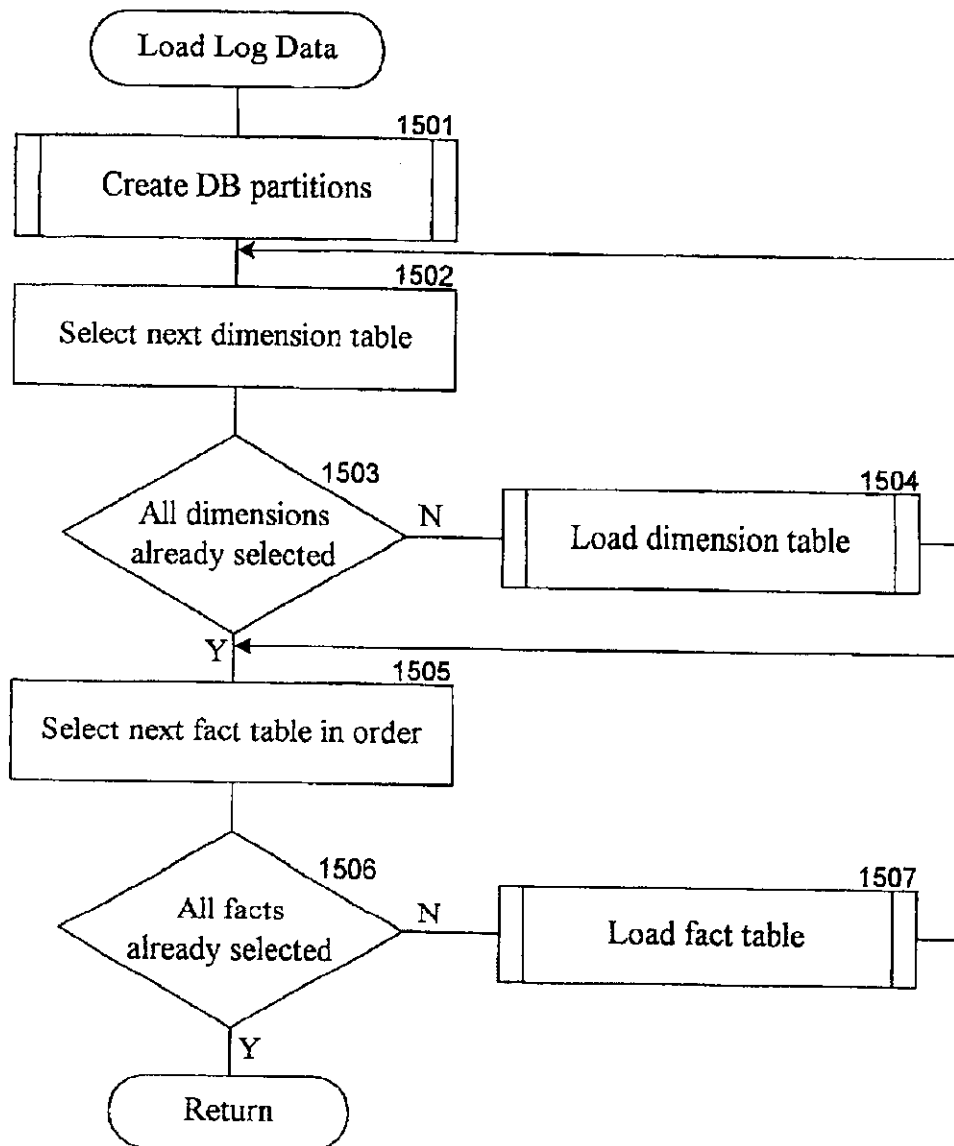
*Fig. 14*

U.S. Patent

Jul. 12, 2005

Sheet 16 of 60

US 6,917,972 B1

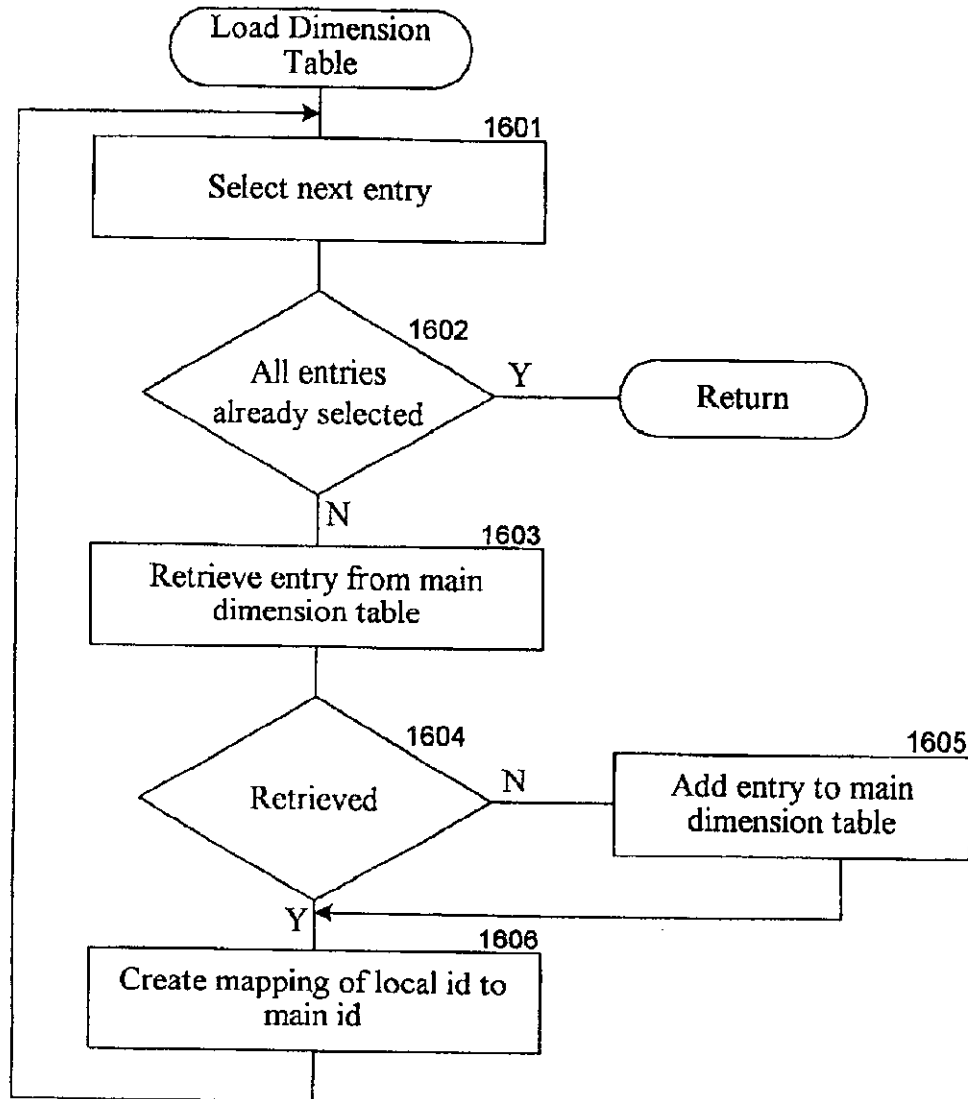
**Fig. 15**

U.S. Patent

Jul. 12, 2005

Sheet 17 of 60

US 6,917,972 B1

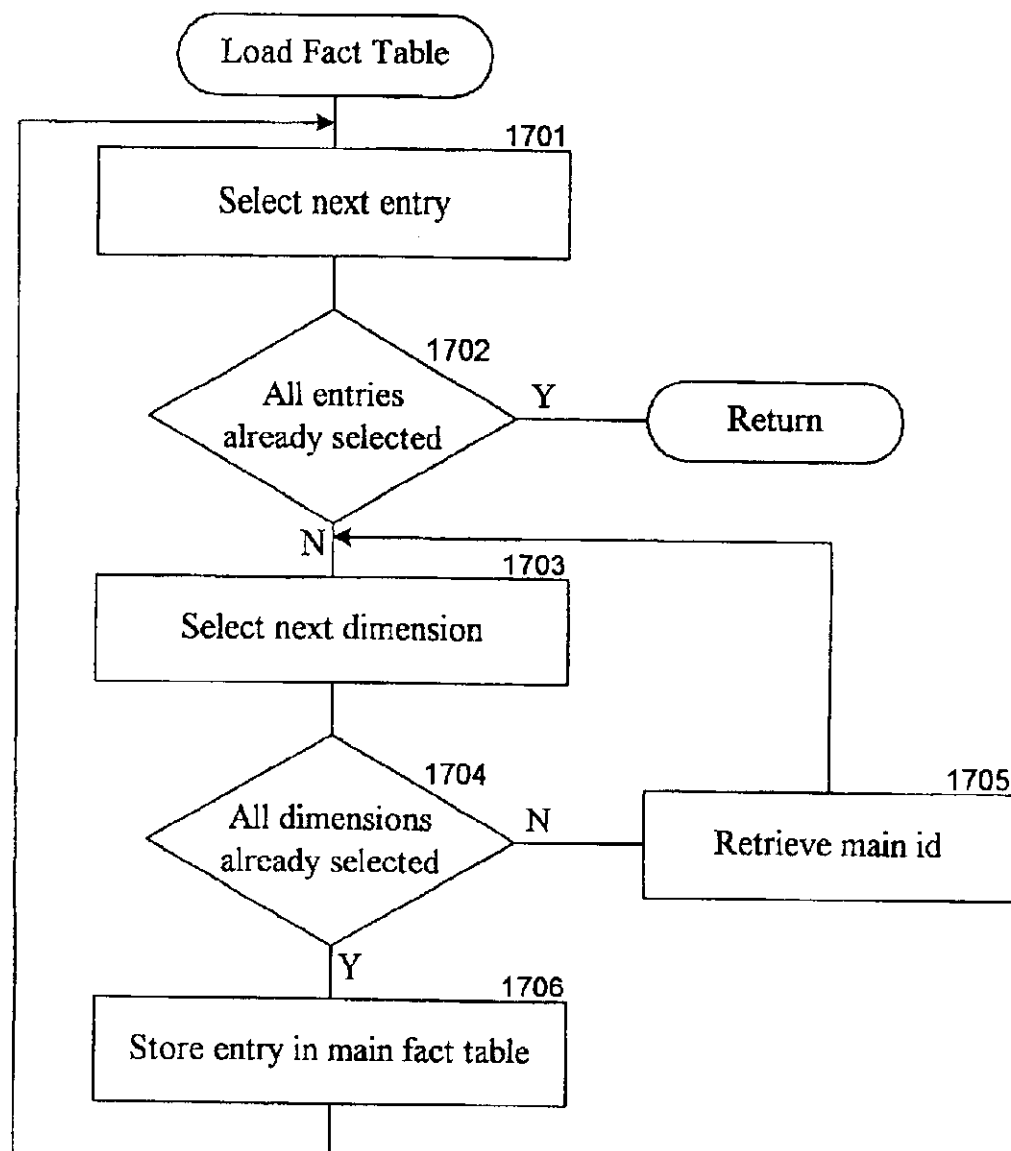
*Fig. 16*

U.S. Patent

Jul. 12, 2005

Sheet 18 of 60

US 6,917,972 B1

*Fig. 17*

U.S. Patent

Jul. 12, 2005

Sheet 19 of 60

US 6,917,972 B1

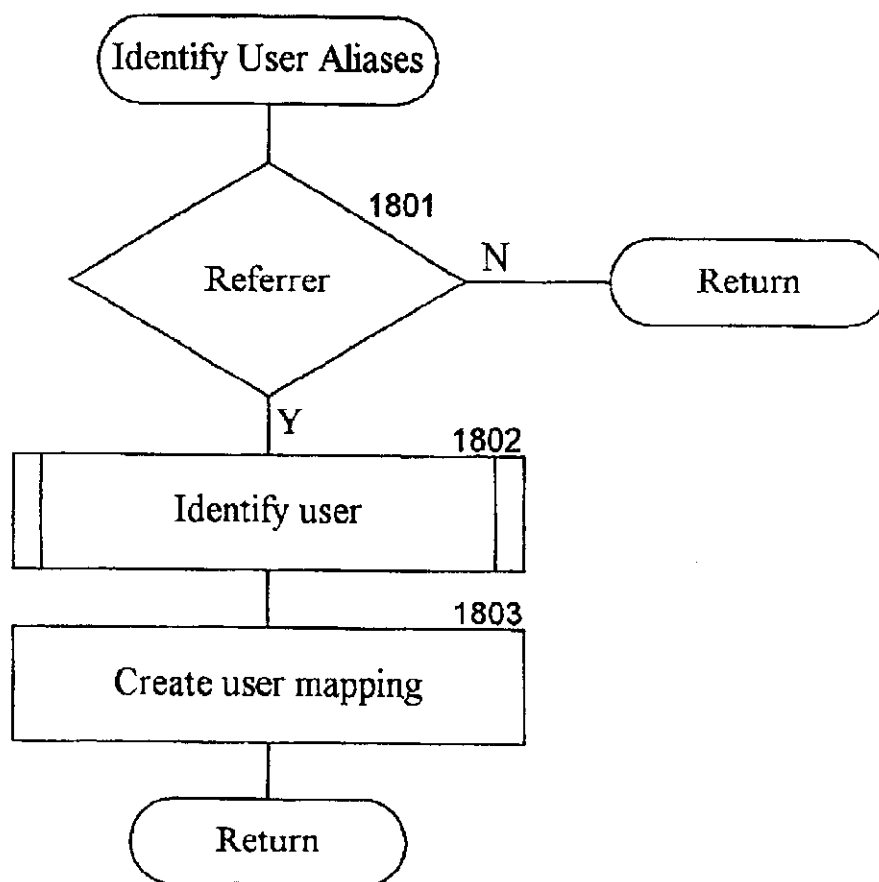


Fig. 18

U.S. Patent

Jul. 12, 2005

Sheet 20 of 60

US 6,917,972 B1

Welcome to digiMine

digiMine
Powering your data
for business advantage

1900

1901 1903 1905 1907 1909

MMIS SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

Unlock the Power of Your Data

You need to know more about your customers and about your business -- and you need to be able to act on that knowledge.

digiMine will uncover valuable business intelligence and enable you to take immediate action by delivering advanced analytics and personalization tools.

digiMine provides you with intuitive reports that have key metrics on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer conversion, customer segment identification and much, much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

Best of all, our application service provider (ASP) model allows us to provide you with an affordable solution that is quick to deploy and easy to use.

[Learn more](#)

[Contact Us](#)

To request additional information about digiMine, please fill out our [information request form](#).

<http://www.digimine.com/>

UPSIDE EVENTS

digiMine Wins Upside Preview Fall's Best at Show Award at Internet World!

Service Benefits

See why digiMine is the best data warehousing and data mining solution for all businesses.

digiMine Carrots

Do you have a passion for technology, customer service and a desire to win? If so, check out our current [job openings](#).

Fig. 19A

U.S. Patent

Jul. 12, 2005

Sheet 21 of 60

US 6,917,972 B1

digiMine Services Overview

digiMine

1901 1903 1905 1907 1909

MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

1922 service benefits 1924 1926 1928

How digiMine works

request info

Overview

Powered, affordable and easy to use.

digiMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digiMine(SM) Services include:

1. digiMine Warehouse Analytics 1912
2. digiMine Analytics Engine 1914
3. digiMine Data Mining Over Time 1916
4. digiMine Data Performance Services 1918

Data Sheet
Download the digiMine/Sm Services Data Sheet
(61 KB, Requires Adobe Acrobat Reader)

1915

Fig. 19B

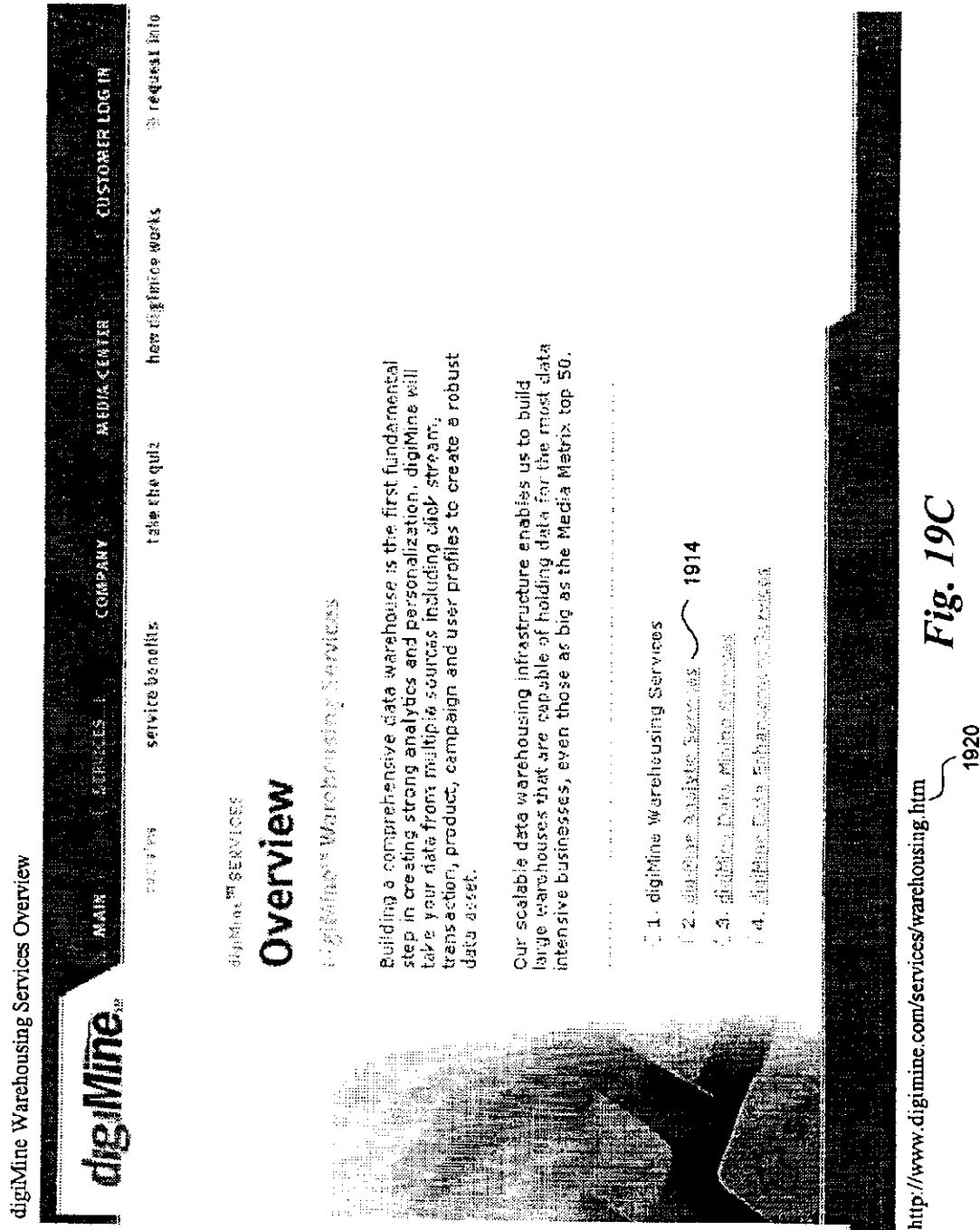
<http://www.digimine.com/services/>

U.S. Patent

Jul. 12, 2005

Sheet 22 of 60

US 6,917,972 B1



U.S. Patent

Jul. 12, 2005

Sheet 23 of 60

US 6,917,972 B1

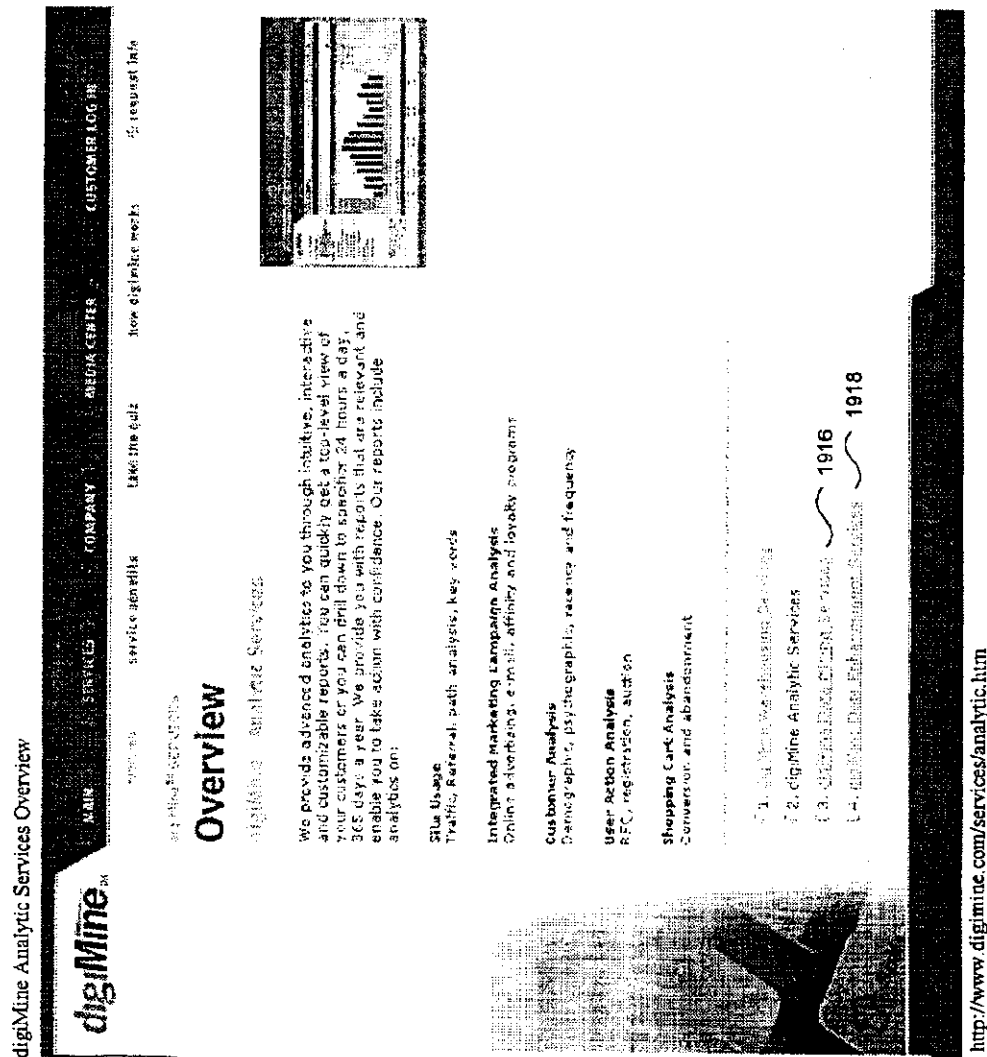


Fig. 19D

U.S. Patent

Jul. 12, 2005

Sheet 24 of 60

US 6,917,972 B1

digimine Data Mining Services Overview

digimine

MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

home service benefits take the quiz how digimine works request info

digimine® SERVICES

Overview

digimine® Data Mining Services

digimine applies advanced data mining algorithms to provide you with the most powerful analytics available. Our algorithms identify patterns in the data that can deliver new insight into your customers. These analytics, coupled with our interactive reporting interface, give you the intelligence you need to make timely decisions with confidence.

- Personalization
- Cross-sell and Upsell
- Churn management
- Affinity Analysis - Product, Content, Event
- Customer Segmentation

1. digimine Web Analytics Services

2. digimine Analytics Services

3. digimine Data Mining Services

4. digimine Data Management Services

1918

Fig. 19E

<http://www.digimine.com/services/mining.htm>

U.S. Patent

Jul. 12, 2005

Sheet 25 of 60

US 6,917,972 B1

digimine Data Enhancement Services Overview

digimine

Home Services Company Media Center Customers Log In

1924

Overview

digimine® Data Enhancement Services

digimine (SM) Data Enhancement Services are helpful tools that make your data more valuable and more usable. These services can also help you reduce marketing costs by correcting addresses and eliminating duplicates.

digimine (SM) Address Validation/Correction - digimine can validate and correct customer addresses using information from the USPS. digimine's address validation and correction services include: National Change of Address (NCOA), Mailable Address Correction Service (LACS) and Delivery Sequence File (DSF) processing.*

digimine (SM) Merge/Purge - digimine can also merge lists and purge duplicates. This service enables you to eliminate duplicate records and records that map to the same address (householding).

* NCOA, LACS and DSF are trademarks of the United States Postal Service

1. digimine Address Validation/Correction
2. digimine Merge/Purge
3. digimine Data Enhancement Services
4. digimine Data Enhancement Services

<http://www.digimine.com/services/enhancement.htm>

Fig. 19F

U.S. Patent

Jul. 12, 2005

Sheet 26 of 60

US 6,917,972 B1

digiMine Service Benefits

digiMine

Home Services Company Media Center Customer Login

Overview About Us News Testimonials Contact Us Request Info

Service Benefits

Powerful data mining tools
Our data mining powered reports provide you with unparalleled intelligence. We give you the tools to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Easy to use
digiMine's Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize the view of your analytics.

A comprehensive data asset
digiMine builds a robustly scalable and secure data warehouse for you that contains the full range of clickstream, user-registration, product, campaign and transaction data.

Quick to deploy
digiMine offers fast time-to-deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, customers begin to realize the value of digiMine's Reporting Services in as little as 24 hours.

Affordable
Our web-based ASP model allows us to deliver a powerful, high-end service that is both efficient and affordable. Setup costs are minimal and do not require additional IT resources. A monthly fee covers all expenses related to hardware, software, operations and reporting.

Data Sheet
Request the digiMine Data Sheet (31 KB, Requires Adobe Acrobat Reader)

1928

<http://www.digimine.com/services/servicebenefits.htm>

Fig. 19G

U.S. Patent

Jul. 12, 2005

Sheet 27 of 60

US 6,917,972 B1

Powering your data for business advantage™

digimine

Unlock the Power of Your Data

Overview

If you're the smartest in the room, you're generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digimine, Inc. is setting new standards in the delivery of powerful analytics and personalized customer experiences. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification, and much more. digimine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digimine is the only true ASP application service provider for sophisticated data warehousing and data mining solutions. We go far beyond today's two reporting packages by building a complete on-line data warehouse and by applying data mining tools to the full range of click stream, user registration, product usage, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.

Service Benefits

Powerful data mining tools
Our data mining powered reports provide you with unparalleled intelligence. We give you the tools you need to enable personal action that precisely targets content and maximizes up-sell and cross-sell opportunities.

Comprehensive data asset
We take your multiple sources of data and build a robust data warehouse for you - a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build custom specific warehouses that are capable of handling data for the most data intensive businesses.

digimine, Inc.'s reports provide actionable insight into customer behavior.

Do you have questions about your customers?

1. How long does it take to get a new product?
2. How many people have bought it?
3. How many people have viewed it online and what time of day did they view it online?
4. What are the top 20 most viewed product areas on our site?
5. How many people have viewed our product lines, but not purchased anything?
6. How many people have viewed a product or service, but not purchased anything?
7. How many people have viewed a product or service, but not purchased anything?
8. How many people have viewed a product or service, but not purchased anything?
9. How many people have viewed a product or service, but not purchased anything?
10. How many people have viewed a product or service, but not purchased anything?

How many of these questions can you answer today? You're not alone if you can only answer a few. With digimine, you will be able to answer these questions and more.

Fig. 19H

U.S. Patent

Jul. 12, 2005

Sheet 28 of 60

US 6,917,972 B1

Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Set-up costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

Easy-to-use

digiMine™ Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

Quick to deploy

digiMine offers the fastest time to deployment. In fact, a typical installation allows us to set-up and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

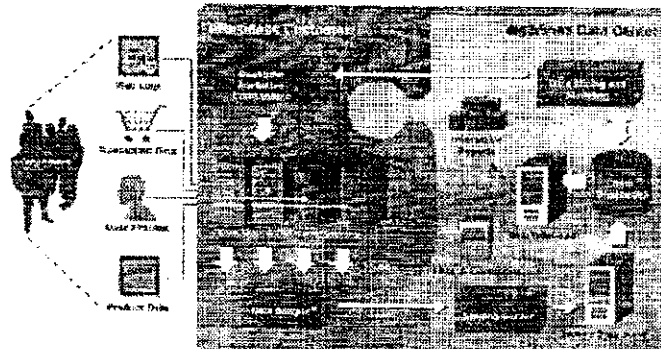
How digiMine Works

digiMine™ Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digiMine Slurper™ at your data center that encrypts and compresses your data for transmission at pre-determined times. digiMine's Slurper™ is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digiMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digiMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



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digiMine, Inc.
11250 Kirkland Way
Kirkland, WA 98033
Tel: 425 896 1700
Fax: 425 896 1777
www.digiMine.com

Fig. 191

U.S. Patent

Jul. 12, 2005

Sheet 29 of 60

US 6,917,972 B1

digiMine Services: Take the Quiz

digiMine INC.

HOME SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

Overview Service benefits Contact Us How digiMine works Request info

1928

Take the Quiz

With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, if within 20 seconds your visitors are not presented with the specific content or list of products they're interested in, then there's little chance they'll return again.

How many of these questions can you answer today? You're not alone if you can only answer a few. With digiMine, you will be able to answer all of these questions and more.

- 1. How many customers came to your site yesterday?
- 2. How many were first time visitors?
- 3. Can you get a list of those new customers and send them a thank you the next day?
- 4. What are most visited products areas on your site?
- 5. What products should you consider making "loss leaders" to attract new customers?
- 6. What are your top selling products or services? Have they changed in the last month?
- 7. How many shoppers go through your home page?
- 8. Which marketing promotions are most effective at driving new customers to your site?
- 9. Which customers are likely to "churn" and which are loyal shoppers on your site?
- 10. What is the expected "life time value" of your customers?

<http://www.digimine.com/services/quiz.htm>

Fig. 19J

U.S. Patent

Jul. 12, 2005

Sheet 30 of 60

US 6,917,972 B1

How digiMine Works 1905

digiMine

MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

Overview service benefits take the quiz how digiMine works request info

How digiMine Works

digiMine Services do not require any additional investment in IT resources, nor do we require you to deploy data tags. We simply install a digiMine Data Surper™ at your data center that encrypts and compresses your data for transmission at predetermined times. digiMine's Data Surper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse. We can also merge, purge, validate and correct your data.

We then apply data mining to produce insightful analytics. These analytics are generated and delivered to you through interactive reports and downloadable lists that are available 24 hours a day, 365 days a year. You can access your reports through a dedicated and secure center, then using a standard browser.

Preal-time data mining components (executables called from java or asp) are run independently of the digiMine data center to avoid any impact on site performance. These can be run in real-time on your web site or in batch applications such as targeted email.

digiMine's Data Surper™ is a simple software application that pulls web server logs and gathers data from any commercial database - with no impact on your IT department.

Data Sheet
Download the digiMine's Data Sheet

91 KB, requires Adobe Acrobat 5.0+.

<http://www.digimine.com/services/howworks.htm>

Fig. 19K

U.S. Patent

Jul. 12, 2005

Sheet 31 of 60

US 6,917,972 B1

[MAIN](#)
[SERVICES](#)
[COMPANY](#)
[MEDIA CENTER](#)
[CUSTOMER LOG IN](#)

[our mission for](#) 1931
 [management](#) 1933
 [customers](#) 1935
 [careers](#) 1937
 [contact us](#) 1939

COMPANY

Our Mission

digiMine's mission is to create value for all e-businesses by making data warehousing and data mining a practical reality.

digiMine was born from the experience of our three founders, Nick Bebeles, Usama Fayyad and Bassel Ojeh. All three Microsoft veterans come from different disciplines -- direct marketing, data mining, and data warehouse operations.

Through their experiences, they realized that the benefits of data warehousing and data mining delivered as a service, would enable e-businesses to derive the most value from their data for increased competitive advantage.

<http://www.digimine.com/company/>

Fig. 19L

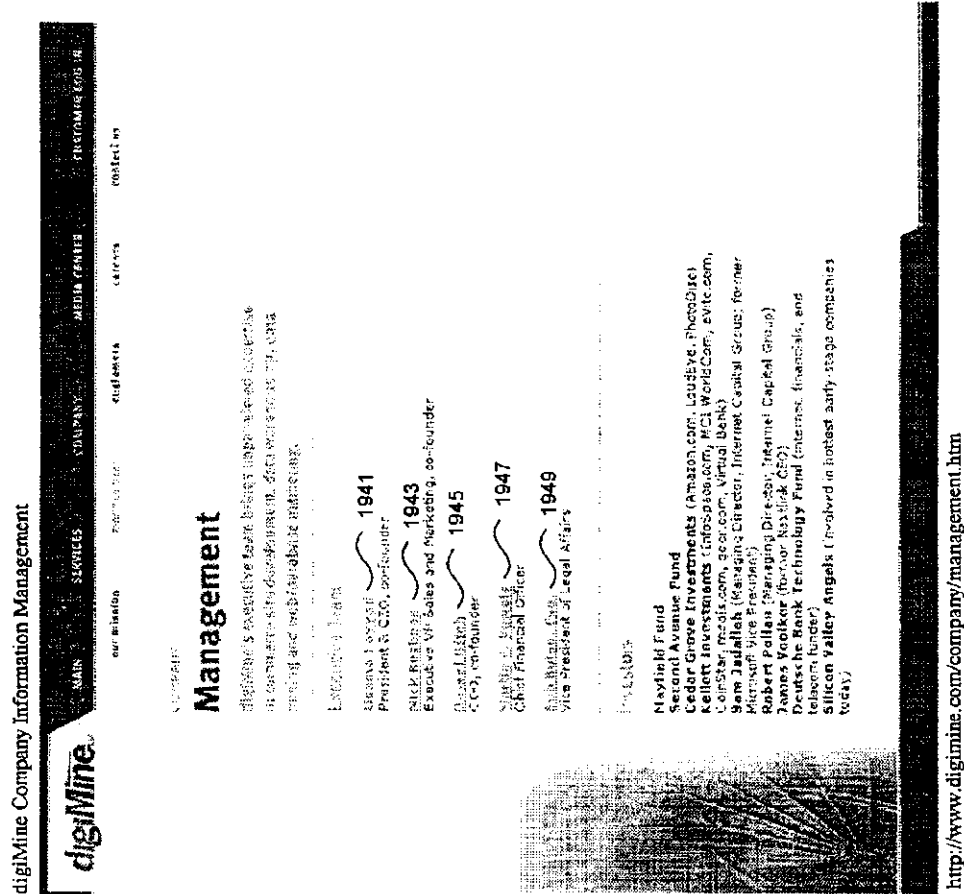


Fig. 19M


U.S. Patent

Jul. 12, 2005

Sheet 33 of 60

US 6,917,972 B1

digiMine Executive Bio: Bob Bolan




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Management



Bob Bolan, Esq.
Vice President of Legal Affairs
2002-Present

Bob Bolan is chief legal counsel and advises the management team and the board of directors on all legal affairs of the company. From 1984 until joining the company in May of 2000, Bob served as Corporate Attorney at Microsoft Corporation where he practiced in a wide variety of corporate matters including intellectual property, licensing, litigation, acquisitions, strategic alliances and investments. He provided legal services to the Windows Platform Division, the Applications Division, the Microsoft Network, and Microsoft Research Division. Most notably, Bob led the development of the patent portfolio for Microsoft Network in Sweden, Canada, and China, representing both diverse technologies as well as the company's own. He has been instrumental in the development of numerous patents, trademarks, and copyrights, and has been a key player in the company's intellectual property strategy, including the development of the AT&T intellectual property portfolio.

From 1984 to 1986, Bob was a Member of Technical Staff at AT&T Bell Laboratories where he developed network features for high-speed data transfer, including the signaling protocol for the AT&T intelligent network.

Bob received his J.D. from Capital University (1983) and was admitted to the bar in Ohio (1984). He also earned a Master's in Computer Science from Purdue (1983) and an Masters in Business Administration from Case Western Reserve University (1979). Bob is a member of the American Bar Association and is registered to practice before the US Patent and Trademark Office. He is a former expert of Judge James Graham of the United States District Court, Southern District of Ohio, and of Judge Allen Harris of the Sixth Circuit Court of Appeals.

<http://www.digimine.com/company/BobBolan.htm>

Fig. 19N

U.S. Patent

Jul. 12, 2005

Sheet 34 of 60

US 6,917,972 B1

1907

digimine Careers

digimine

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Careers

Welcome to A Grave New Workplace

Welcome to digimine. We're a young, well-funded company with huge potential. Our employees are industry visionaries with a wealth of marketing, product development and research experience. They have held leadership positions at Microsoft and NASA where they have built and managed dynamic, successful organizations. We also have an equally impressive roster of investors backing us.

At digimine, you'll have the chance to spread your entrepreneurial wings and soar. Along the way, you'll use your skills and knowledge to help digimine reach new heights. In return for your hard work, you'll enjoy an industry-leading compensation package that includes stock options. So you can tie your financial success to your achievements at the company.

digimine is a passionate group of people. We're passionate about creating revolutionary data mining and data warehousing technologies. We're passionate about delivering great customer service. We're passionate about winning. And we're passionate about building a workplace where you'll have many opportunities to contribute to our success and receive generous rewards for your hard work.

Check out our career opportunities and see why one Silicon Valley angel investor called us "the hottest startup ever to come out of Seattle."

1950

1950

http://www.digimine.com/company/careers/

Fig. 190

U.S. Patent

Jul. 12, 2005

Sheet 35 of 60

US 6,917,972 B1

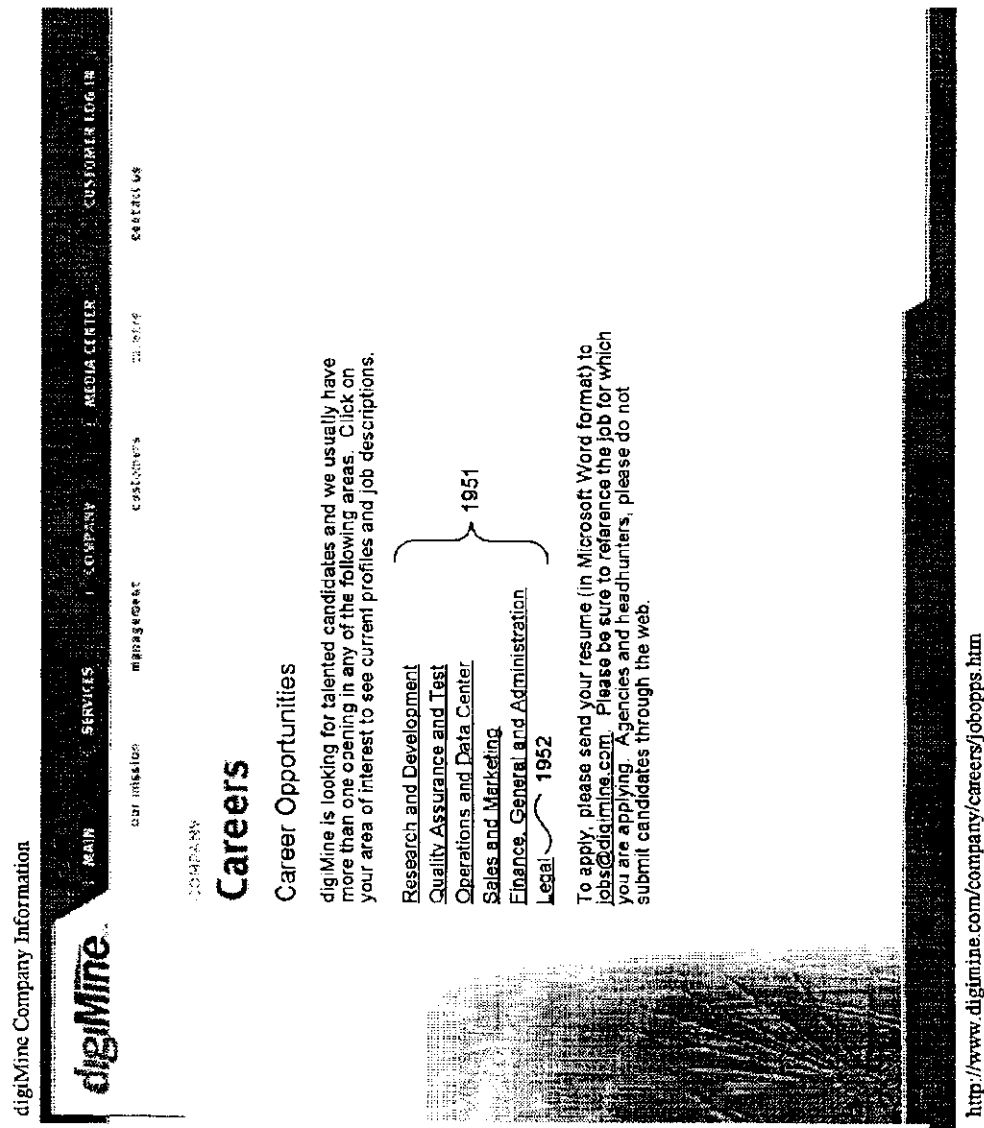


Fig. 19P

U.S. Patent

Jul. 12, 2005

Sheet 36 of 60

US 6,917,972 B1

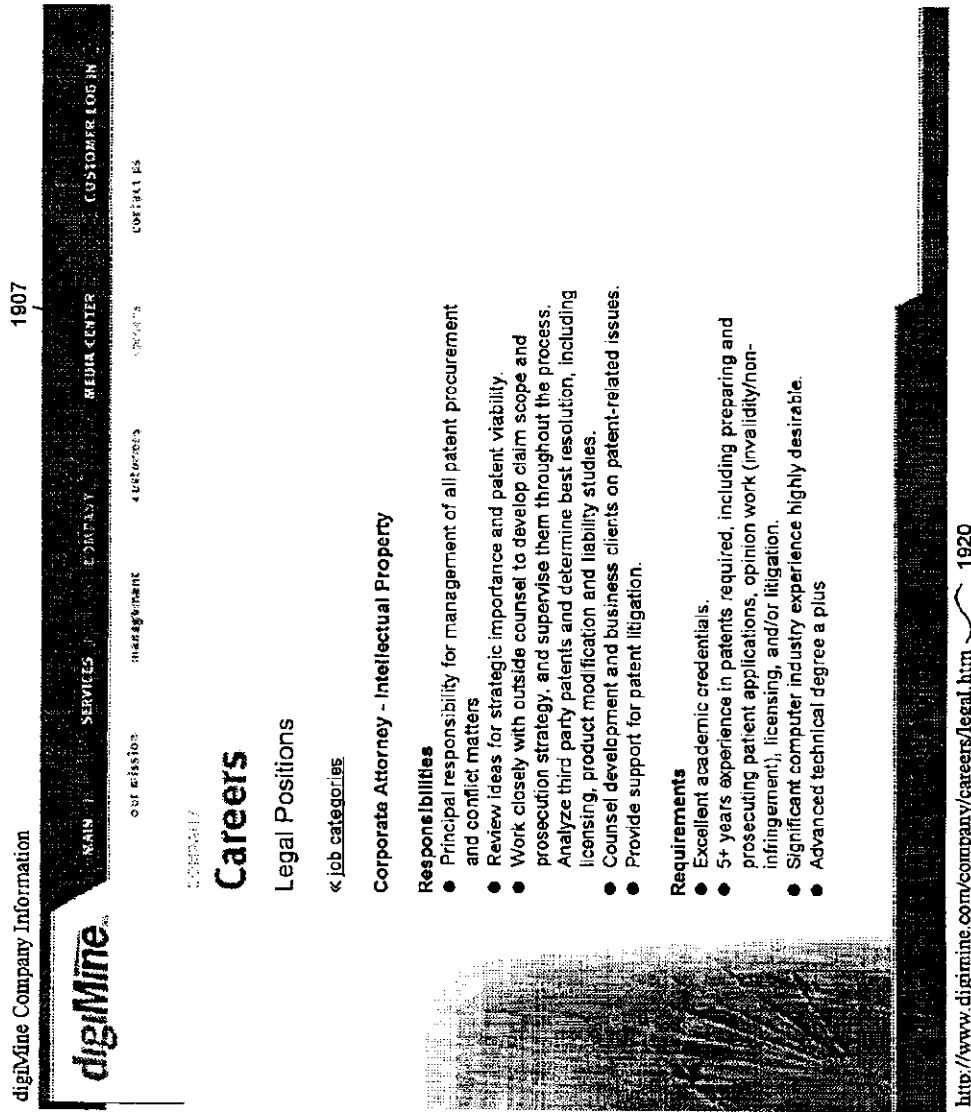


Fig. 19Q

U.S. Patent

Jul. 12, 2005

Sheet 37 of 60

US 6,917,972 B1

digimine Media Page

digimine


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1955 1957 1959

press releases

MEDIA CENTER

digimine wants to turn data into gold

seattle  The algorithms and data-mining software created by Usama Fayyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's Jet Propulsion Lab is using that same technology to create digimine...

Recent Press Announcements

January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digimine CEO Usama Fayyad to TR10 »

December 18, 2000 - digimine Teams with EMC to Power Data Warehousing and Data Mining Service »

Press Inquiries

Please direct all press related inquiries to press@digimine.com.

the sixth annual WAA industry achievement awards

digimine Services selected as finalist for Industry Achievement Award's Business Development of the Year.

Fig. 19R

<http://www.digimine.com/mediacenter/>

U.S. Patent

Jul. 12, 2005

Sheet 38 of 60

US 6,917,972 B1

1909

1856

digimine Press Releases

digimine

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MEDIA CENTER

Press Releases

- January 17, 2000 - [Digimine Launches New Website](#)
- December 18, 2000 - [Digimine Launches New Website](#)
- October 30, 2000 - [Digimine Launches New Website](#)
- October 26, 2000 - [Digimine Launches New Website](#)
- October 3, 2000 - [Digimine Launches New Website](#)
- September 18, 2000 - [Digimine Launches New Website](#)
- September 11, 2000 - [Digimine Launches New Website](#)
- August 15, 2000 - [Digimine Launches New Website](#)
- May 25, 2000 - [Digimine Launches New Website](#)
- April 3, 2000 - [Digimine Launches New Website](#)

<http://www.digimine.com/mediacenter/pressreleases.htm>

Fig. 19S

U.S. Patent

Jul. 12, 2005

Sheet 39 of 60

US 6,917,972 B1

digiMine Customer Login

digiMine

MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER LOG IN

Customer Log In

Welcome. Please enter your case-sensitive User ID, Password, and Company.

user name
password
company

Submit

1980

Did you forget your password? Please contact your account manager.

1920

<https://insight.digimine.com/>

Fig. 19T

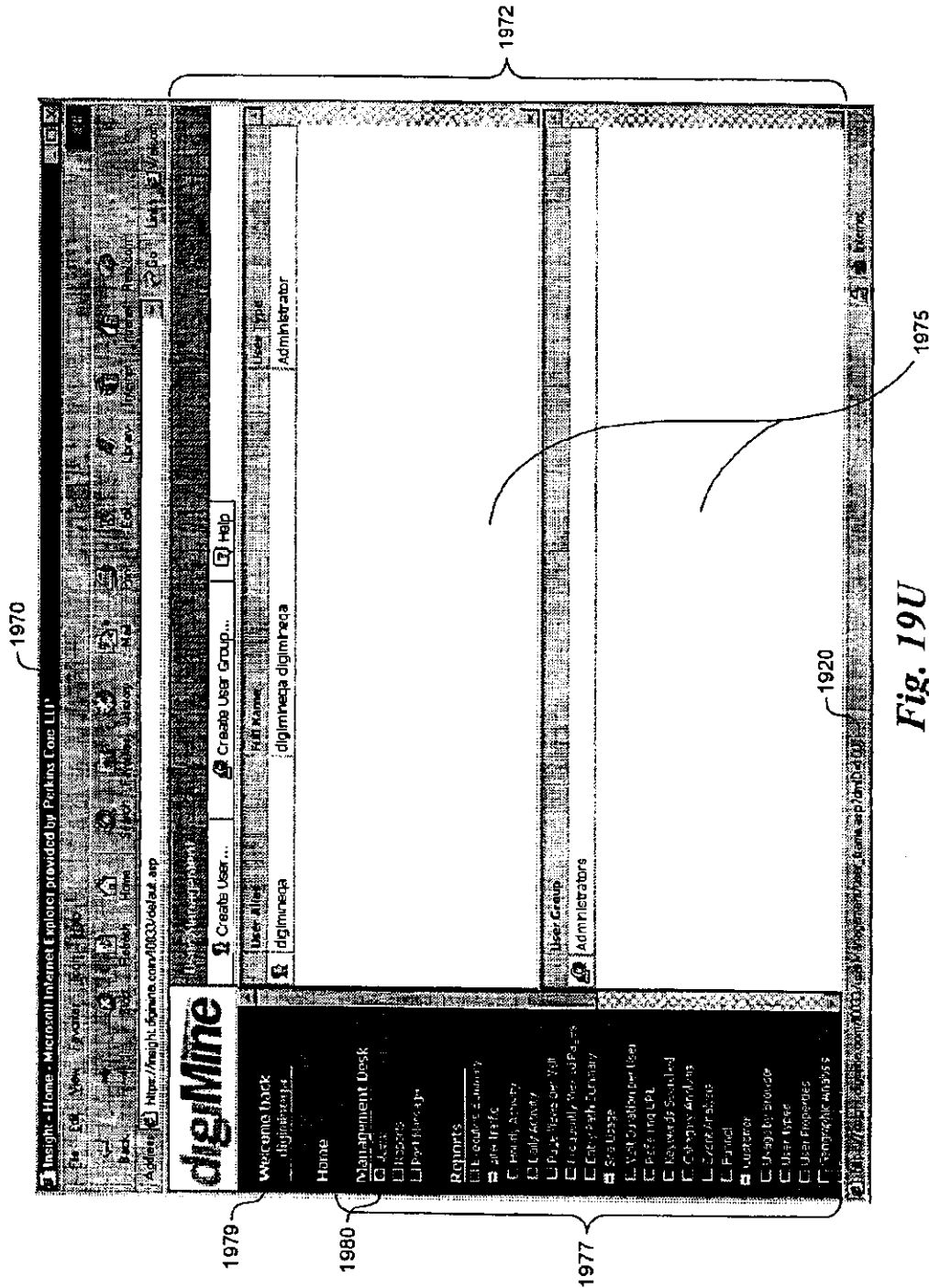


Fig. 19U

U.S. Patent

Jul. 12, 2005

Sheet 41 of 60

US 6,917,972 B1

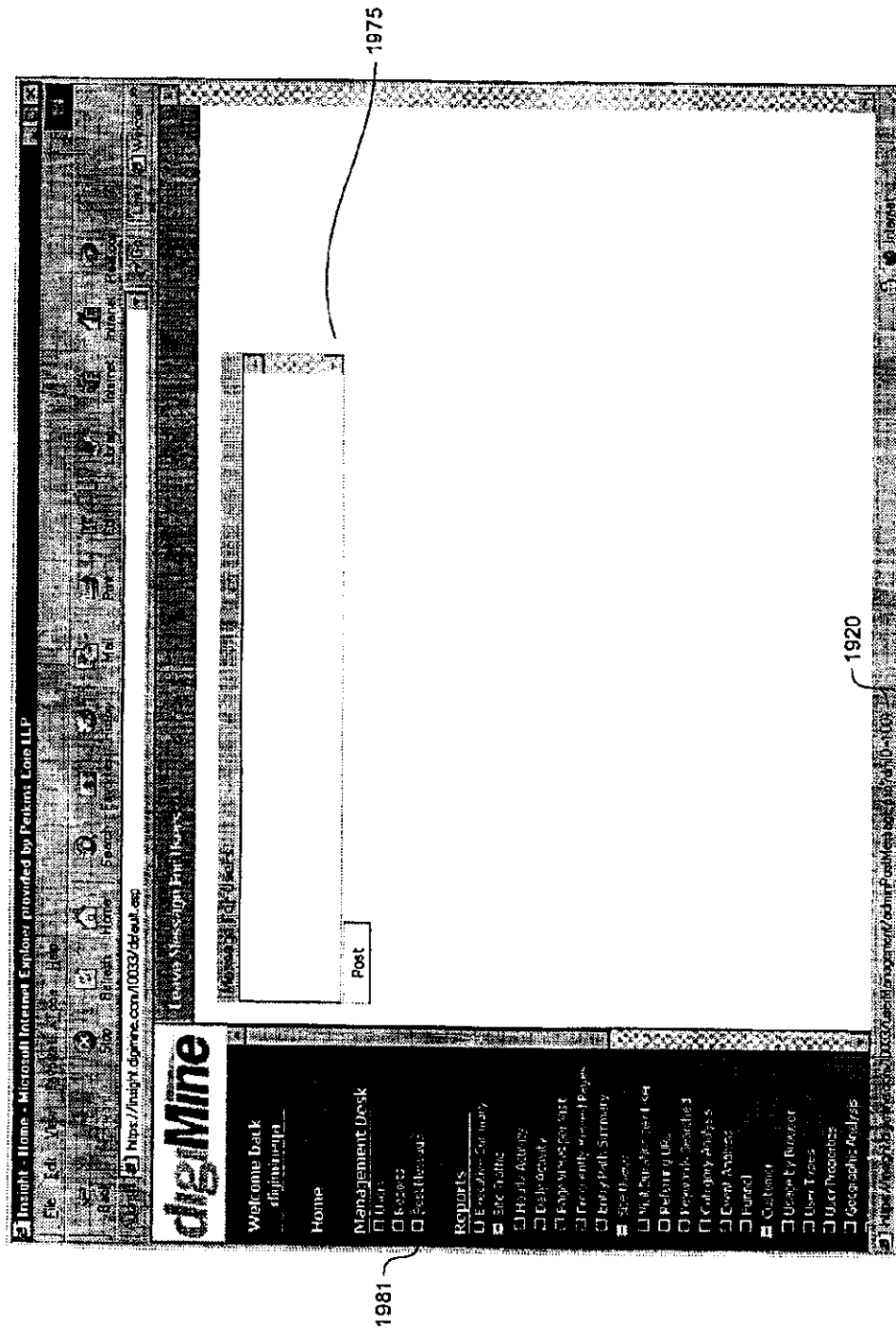


Fig. 19V

U.S. Patent

Jul. 12, 2005

Sheet 42 of 60

US 6,917,972 B1

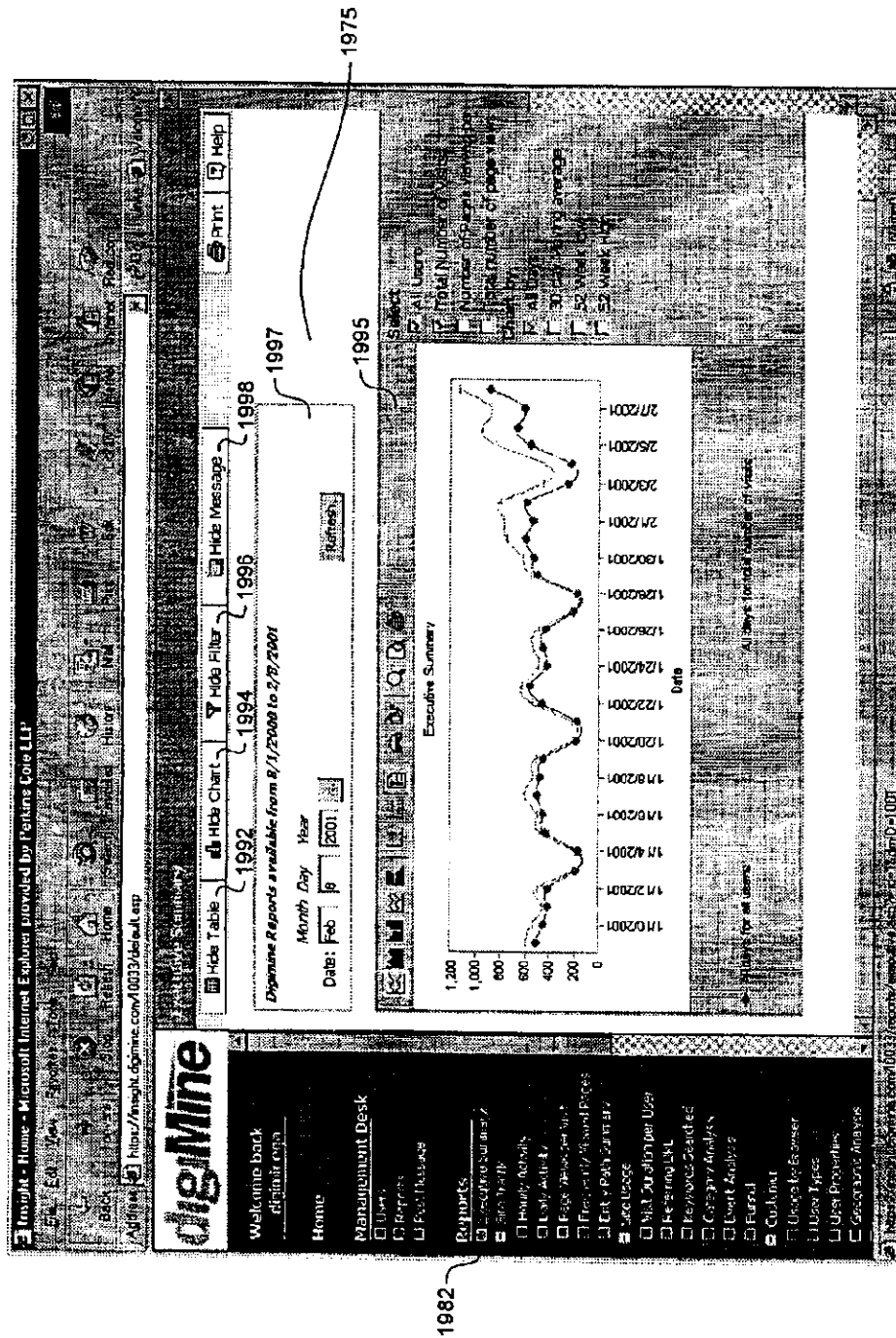


Fig. 19W

U.S. Patent

Jul. 12, 2005

Sheet 43 of 60

US 6,917,972 B1

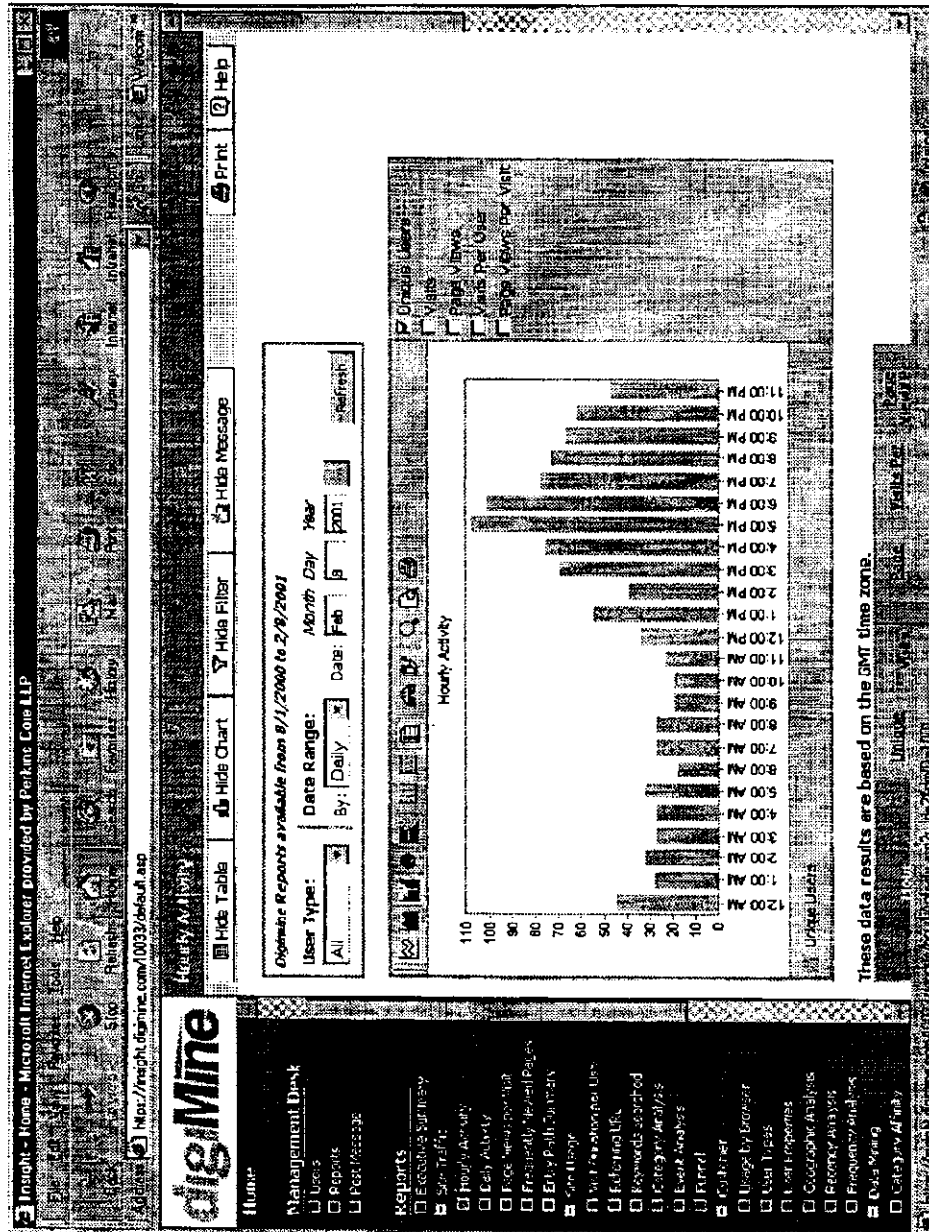


Fig. 19X

U.S. Patent

Jul. 12, 2005

Sheet 44 of 60

US 6,917,972 B1

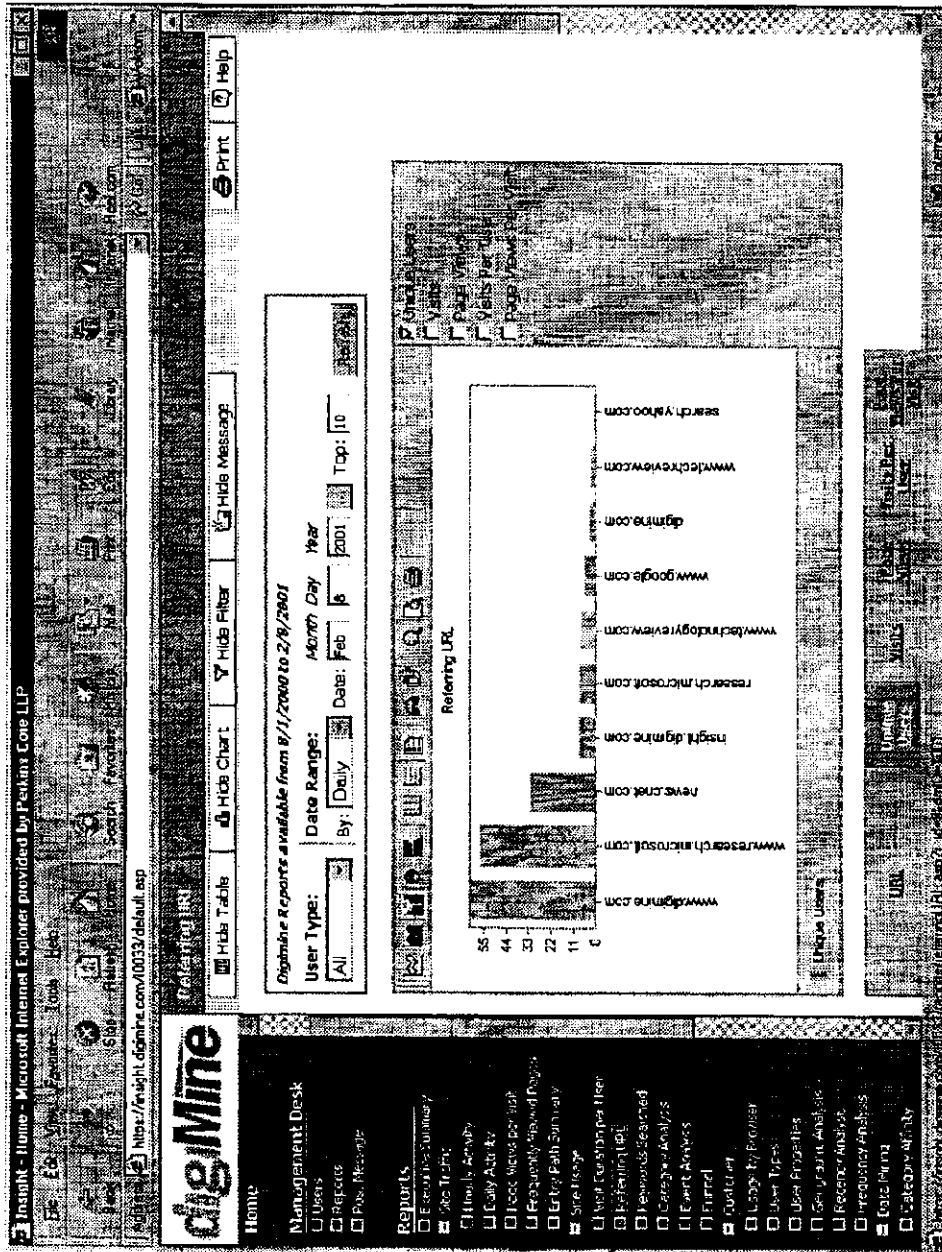


Fig. 19Y

1984